






BOSTON  
COLLEGE  
ARCHIVES



Digitized by the Internet Archive  
in 2012 with funding from  
Boston Library Consortium Member Libraries

# BOSTON COLLEGE BULLETIN

VOLUME XV

OCTOBER, 1943

NUMBER 9

CATALOGUE NUMBER 1943 - 1944

## COLLEGE OF BUSINESS ADMINISTRATION

UNIVERSITY HEIGHTS, CHESTNUT HILL, MASSACHUSETTS



PUBLISHED BY BOSTON COLLEGE

## Boston College Bulletin

Bulletins issued in each volume:

No. 1, February (Entrance—College of Arts and Sciences); No. 2, February (Entrance—College of Business Administration); No. 3, April (Summer School); No. 4, April (Law School); No. 5, April (School of Social Work); No. 6, July (Intown Division); No. 7, August (Graduate School); No. 8, October (General Catalogue); No. 9, October (College of Business Administration); No. 10, April (School of Social Work, Rhode Island Division).

Entered as second-class matter February 28, 1929,  
at the post office at Boston, Massachusetts,  
under the act of August 24, 1912.

*Published by*  
BOSTON COLLEGE  
140 COMMONWEALTH AVENUE  
CHESTNUT HILL  
NEWTON, MASSACHUSETTS  
PHONE BIGELOW 1480

BOSTON COLLEGE

COLLEGE OF  
BUSINESS ADMINISTRATION



CATALOGUE NUMBER

1943 — 1944

Published by the College

1943



## CALENDAR

**SEPT. '43 - AUGUST '44**

**SEPT. '44 - AUGUST '45**

SEPTEMBER							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
5	6	7	8	1	2	3	4	5	6	7	8	1	2
12	13	14	15	16	17	18	12	13	14	15	16	17	18
19	20	21	22	23	24	25	19	20	21	22	23	24	25
26	27	28	29	30	..	..	26	27	28	29	30	31	..
..	..	..	..	..	..	..	..	..	..	..	..	..	..
OCTOBER							APRIL						
3	4	5	6	7	8	9	2	3	4	5	6	7	8
10	11	12	13	14	15	16	9	10	11	12	13	14	15
17	18	19	20	21	22	23	16	17	18	19	20	21	22
24	25	26	27	28	29	30	23	24	25	26	27	28	29
31	..	..	..	..	..	..	30	..	..	..	..	..	..
NOVEMBER							MAY						
7	8	9	10	11	12	13	7	8	9	10	11	12	13
14	15	16	17	18	19	20	14	15	16	17	18	19	20
21	22	23	24	25	26	27	21	22	23	24	25	26	27
28	29	30	..	..	..	..	28	29	30	31	..	..	..
..	..	..	..	..	..	..	..	..	..	..	..	..	..
DECEMBER							JUNE						
S	M	T	W	T	F	S	..	..	..	..	1	2	3
..	..	..	1	2	3	4	4	5	6	7	8	9	10
5	6	7	8	9	10	11	11	12	13	14	15	16	17
12	13	14	15	16	17	18	18	19	20	21	22	23	24
19	20	21	22	23	24	25	25	26	27	28	29	30	..
26	27	28	29	30	31	..	..	..	..	..	..	..	..
JANUARY							JULY						
2	3	4	5	6	7	8	2	3	4	5	6	7	8
9	10	11	12	13	14	15	9	10	11	12	13	14	15
16	17	18	19	20	21	22	16	17	18	19	20	21	22
23	24	25	26	27	28	29	23	24	25	26	27	28	29
30	31	..	..	..	..	..	30	31	..	..	..	..	..
FEBRUARY							AUGUST						
6	7	8	9	10	11	12	6	7	8	9	10	11	12
13	14	15	16	17	18	19	13	14	15	16	17	18	19
20	21	22	23	24	25	26	20	21	22	23	24	25	26
27	28	29	..	..	..	..	27	28	29	30	31	..	..

SEPTEMBER							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
..	..	..	..	..	1	2	..	..	..	..	1	2	3
3	4	5	6	7	8	9	4	5	6	7	8	9	10
10	11	12	13	14	15	16	11	12	13	14	15	16	17
17	18	19	20	21	22	23	18	19	20	21	22	23	24
24	25	26	27	28	29	30	25	26	27	28	29	30	31
..	..	..	..	..	..	..	..	..	..	..	..	..	..
OCTOBER							APRIL						
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31	..	..	..	..	29	30	..	..	..	..	..
..	..	..	..	..	..	..	..	..	..	..	..	..	..
NOVEMBER							MAY						
..	..	..	1	2	3	4	..	..	1	2	3	4	5
5	6	7	8	9	10	11	6	7	8	9	10	11	12
12	13	14	15	16	17	18	13	14	15	16	17	18	19
19	20	21	22	23	24	25	20	21	22	23	24	25	26
26	27	28	29	30	..	..	27	28	29	30	31	..	..
..	..	..	..	..	..	..	..	..	..	..	..	..	..
DECEMBER							JUNE						
..	..	..	..	..	1	2	..	..	..	..	..	1	2
3	4	5	6	7	8	9	3	4	5	6	7	8	9
10	11	12	13	14	15	16	10	11	12	13	14	15	16
17	18	19	20	21	22	23	17	18	19	20	21	22	23
24	25	26	27	28	29	30	24	25	26	27	28	29	30
31	..	..	..	..	..	..	..	..	..	..	..	..	..
JANUARY							JULY						
..	1	2	3	4	5	6	1	2	3	4	5	6	7
7	8	9	10	11	12	13	8	9	10	11	12	13	14
14	15	16	17	18	19	20	15	16	17	18	19	20	21
21	22	23	24	25	26	27	22	23	24	25	26	27	28
28	29	30	31	..	..	..	29	30	31	..	..	..	..
..	..	..	..	..	..	..	..	..	..	..	..	..	..
FEBRUARY							AUGUST						
..	..	..	..	1	2	3	..	..	..	1	2	3	4
4	5	6	7	8	9	10	5	6	7	8	9	10	11
11	12	13	14	15	16	17	12	13	14	15	16	17	18
18	19	20	21	22	23	24	19	20	21	22	23	24	25
25	26	27	28	..	..	..	26	27	28	..	..	..	..
..	..	..	..	..	..	..	..	..	..	..	..	..	..



## 1943 FALL CALENDAR

- Aug. 2 Monday—Classes reopen for all classes except June Freshmen.
- Sept. 6 Monday—Labor Day, Holiday.
- Sept. 7 Tuesday—Class reopens for June Freshmen.
- Sept. 10 Friday—Entrance Examinations for September Freshmen.
- Sept. 13-17 Monday-Friday—Semester Examinations for Sophomore  
(September '42 Freshmen).
- Sept. 20-24 Monday-Friday—Final Examinations for February Freshmen.
- Sept. 27 Monday—Opening of classes for new Freshmen and Sophomore  
Years. Beginning of Second Semester for Sophomore  
(September '42 Freshmen).
- Oct. 1 Friday—First Friday. Mass of the Holy Ghost.
- Nov. 1-7 Reading Week for all classes.
- Nov. 1 Monday—All Saints' Day. No Class.
- Nov. 2-4 Tuesday-Thursday—Annual Retreat for all classes.
- Nov. 5 Friday—No Class.
- Nov. 8-12 Monday-Friday—Final Examinations for Junior and Senior.  
Semester Examinations for June Freshmen.
- Nov. 22 Monday—Opening of Senior Year.  
Second Semester begins for June Freshmen.
- Nov. 25-26 Thursday-Friday—Thanksgiving Holidays.
- Nov. 27 Saturday—Class Day for Seniors.
- Nov. 28 Sunday—Commencement Day.
- Dec. 8 Wednesday—Feast of the Immaculate Conception. No Class.
- Dec. 17 Friday—Christmas holidays begin at the end of classes.
- Dec. 27 Monday—Classes reopen.

## ACADEMIC CALENDAR

## WINTER-SPRING

- Jan. 7-8 Friday-Saturday—Entrance and Scholarship Examinations.
- Jan. 21 Friday—End of Sophomore Year (Sept. '42 Freshmen).  
End of First Semester Sophomore (Feb. '43 Freshmen)  
End of First Semester September '43 Freshmen.
- Jan. 24 Monday—Beginning of Junior Year (Sept. '42 Freshmen).  
Beginning of Second Semester Sophomore  
(Feb. '43 Freshmen).  
Beginning of Second Semester September '43 Freshmen.
- Jan. 31 Monday—Formal opening of Freshman Class.
- Feb. 22 Tuesday—Washington's Birthday. No Classes.
- Mar. 17 Friday—End of First Semester for Senior Class.  
End of Freshman Year, June '43 Class.
- Mar. 20 Monday—Beginning of Second Semester for Senior Class.  
Beginning of Sophomore Year, June '43 Class.
- Apr. 6-7 Holy Thursday-Good Friday. No Classes.
- Apr. 14 Friday, Harrigan Oratorical Contest.
- Apr. 19 Wednesday—Patriots' Day.
- May 12 Friday—End of First Semester for Junior Class.  
End of Second Semester Sophomore (Feb. '43 Freshmen).  
End of Second Semester Freshman, Sept. '43 Class.
- May 19-20 Friday-Saturday—Entrance and Scholarship Examinations.
- May 26 Friday—Marquette Prize Debate.
- May 30 Tuesday—Memorial Day.
- June 2 Friday—Fulton Prize Debate.
- June 2-3 Registration of new students.
- June 12 Monday—Formal opening of Freshman Class.
- July 4 Tuesday—Independence Day. No Classes.
- July 7 Friday—End of Second Semester, Senior Year.  
End of First Semester Sophomore (June '43 Class).
- July 23 Sunday—Commencement Day.
- Sept. 8-9 Friday-Saturday—Entrance and Scholarship Examinations.
- Sept. 19-20 Tuesday-Wednesday—Registration of new students.
- Sept. 25 Monday—Formal opening of Freshman Class.

## The Trustees of Boston College

*The corporate title of Boston College is*

THE TRUSTEES OF BOSTON COLLEGE

---

### THE BOARD OF TRUSTEES

1943-1944

REV. WILLIAM J. MURPHY, S.J., *President*

REV. WILLIAM V. CORLISS, S.J., *Treasurer*

REV. JOHN A. TOBIN, S.J., *Secretary*

REV. GEORGE A. KEELAN, S.J.

REV. STEPHEN A. MULCAHY, S.J.

REV. JOHN C. O'CONNELL, S.J.

REV. JOSEPH R. WALSH, S.J.

#### *Legal Advisers to the Trustees*

CHARLES A. BIRMINGHAM, LL.B.

THOMAS L. GANNON, LL.B.

## OFFICERS OF ACADEMIC ADMINISTRATION

## THE COLLEGE OF BUSINESS ADMINISTRATION

REV. WILLIAM J. MURPHY, S.J., PH.D.,  
*President*

REV. JAMES J. KELLEY, S.J., A.B., A.M.  
*Dean*

REV. WILLIAM E. SHANAHAN, S.J., A.M.  
*Dean of Men*

FRANCIS J. CAMPBELL, A.M.  
*Registrar*

REV. JAMES L. MCGOVERN, S.J., A.M.  
*Student Counsellor*

REV. JOHN S. KEATING, S.J., AM.  
*Librarian*

REV. JAMES F. MOYNIHAN, S.J., PH.D.  
*Director of Educational Guidance*

\*GEORGE P. DONALDSON, M.B.A.  
*Director of Vocational Guidance*

\*WILLIAM G. HAYWOOD, LL.B  
*Director of Publicity*

MARY R. LIND, A.B.  
*Secretary*

\* Leave of Absence in Government Service.

## ADVISORY COUNCIL

The College gratefully acknowledges the cooperation of the business and professional men named below, whose advice and assistance promote the aims of the College of Business Administration.

HENRY F. BARRY

Manager, Business Office  
New York Telephone Company

JOHN DONNELLY

Vice President, John Donnelly & Sons  
Outdoor Advertising

BARTHOLOMEW A. BRICKLEY

*Lawyer*  
Brickley, Sears & Cole

DONALD FALVEY

Treasurer and Secretary  
Massachusetts Bonding and Insurance  
Company

JAMES J. BYRNES

President, New England Division  
The Great Atlantic & Pacific  
Tea Company

JOHN J. HAGERTY

New England Manager  
Reconstruction Finance Corporation

JAMES H. CARNEY

Kaler, Carney, Liffler & Co.  
*Insurance*

JOHN W. KAPPLES

Treasurer, Lincoln Stores, Inc.

WILLIAM B. CAROLAN

President, Union Savings Bank of Boston

ARTHUR J. KELLY

Treasurer, R. H. White Company

FREDERICK A. CARROLL

Vice President and Attorney  
The National Shawmut Bank of Boston

JOHN C. KILEY

Real Estate Broker  
Director, Norfolk County Trust Co.

MICHAEL H. CORCORAN

Corcoran, Soule & Co.

HALFDAN LEE

President, Eastern Gas and Fuel Association

CHARLES M. COREY

Manager, Agency Dept.  
John Hancock Mutual Life Insurance Co.

A. EMMET LOGUE

President and Treasurer  
Charles Logue Building Company

PATRICK F. McDONALD  
President, P. F. McDonald & Company  
Iron and Steel Mills

JOSEPH H. SHEEHAN  
Examiner  
Reconstruction Finance Corporation

PATRICK A. O'CONNELL  
President, E. T. Slattery Company

GEORGE C. SHEILDS  
President and Treasurer  
Shields Foundry Company

ARTHUR O'KEEFE  
President, First National Stores, Inc.

EDWARD WATSON SUPPLE  
Cashier  
The Merchants National Bank of Boston

CHARLES J. O'MALLEY  
Treasurer, O'Malley Associates  
President, O'Malley Advertising  
& Selling Co.

JOHN FRANCIS TINSLEY  
President and General Manager  
Crompton & Knowles Loom Works  
President, Associated Industries of  
Massachusetts

WILLIAM J. O'SULLIVAN  
Treasurer, United Corporation  
of Massachusetts

JAMES V. TONER  
President  
Boston Edison Co.

J. J. PRINDIVILLE  
President, La Point Machine Tool Co.  
President, International Engineering Co.

JAMES A. WALSH  
Treasurer, Universal Textile Corporation

VINCENT P. ROBERTS  
Member of Firm  
V. P. Roberts & Company  
*Wool Dealers*

EDWARD F. WILLIAMS  
Resident Manager  
American Woolen Company, Inc.

THOMAS F. SCANLAN  
Member of Firm  
V. P. Roberts & Company  
*Wool Dealers*

CHARLES N. WINSHIP  
Treasurer, Winship-Boit Company



## OFFICERS OF INSTRUCTION

FREDERICK T. BRYAN, M.B.A.

*Assistant Professor of Marketing and Economics.*

ROBERT F. BUCK, M.F.S.,

*Assistant Professor of Economics*

\*JOHN F. BYRNES, U.S.A., B.B.A., A.M.,

*Assistant Professor of Industrial Management.*

\*LT. (j.g.) DAN J. CARMICHAEL, U.S.N.R., M.B.A.,

*Professor of Marketing and Statistics.*

\*LT. (j.g.) WILLIAM J. COLLINS, U.S.N.R., M.B.A.,

*Instructor in Accounting and Finance.*

REV. FRANCIS J. COTTER, S.J., PH.D.,

*Professor of English.*

\*JAMES W. CULLITON, D.C.S.,

*Professor of Industrial Management.*

REV. EDWARD T. DOUGLAS, S.J., A.M.,

*Professor of Religion.*

JOHN J. DRUMMEY, M.B.A., C.P.A.,

*Professor of Accounting.*

ARTHUR H. DOYLE, A.B., C.P.A.,

*Instructor in Accounting.*

REV. ANTHONY J. EIARDI, S.J., S.M., S.T.L.,

*Instructor in Mathematics and Navigation.*

REV. LEO E. FITZGERALD, S.J., A.M.,

*Professor of French.*

WILLIAM J. FITZSIMONS, A.M., LL.B.,

*Instructor in Business Law.*

REV. JOSEPH A. GLAVIN, S.J., A.M.,

*Instructor in History.*

REV. MICHAEL J. HARDING, S.J., PH.D.,  
*Professor of Philosophy.*

AUGUSTINE L. KEEFE, A.M.,  
*Professor of English.*

\*REV. GEORGE A. KING, S.J., U.S.A.,  
*Professor of English.*

REV. JOHN A. MCCARTHY, S.J., S.T.L.,  
*Assistant Professor of Psychology.*

\*REV. JAMES D. McLAUGHLIN, S.J., U.S.N.R., PH.D.,  
*Professor of Religion.*

REV. GEORGE A. MORGAN, S.J., S.T.L.,  
*Assistant Professor of Religion.*

REV. JOHN A. O'BRIEN, S.J., PH.D.,  
*Professor of Ethics.*

WILLIAM J. O'KEEFE, A.B., LL.B.,  
*Assistant Professor of Accounting.*

REV. THOMAS J. M. QUINN, S.J., A.M.,  
*Professor of English.*

REV. GEORGE F. SMITH, S.J., A.M.,  
*Assistant Professor of Spanish.*

REV. SIDNEY J. SMITH, S.J., A.M.,  
*Instructor in Mathematics.*

\*GINO DE SOLENNI, U.S.A., PH.D.,  
*Professor of Spanish.*

REV. JOHN A. TOBIN, S.J., PH.D.,  
*Professor of Physics.*

JAMES V. TONER, B.B.A., A.M., PH.D., C.P.A.,  
*Special Lecturer in Accounting.*

HAROLD A. ZAGER, M.S.,  
*Associate Professor of Mathematics.*

\* Leave of absence in Government Service.

### Historical Statement

On March 31, 1863, a charter was issued to the Trustees of Boston College by the Massachusetts State Legislature empowering the College to grant all degrees accustomed to be granted by Colleges in the Commonwealth, with the exception of degrees in Medicine.

An amendment to the Charter, passed on April 1, 1908, at the time when the transfer of the College to its new location in Newton was being planned, changed the legal name of the Corporation, granted the power to confer Medical Degrees, and removed the limitation as to endowment contained in the original document.

To the original College of Arts and Sciences, other schools have been added in recent years. An Extension School, now the Intown College, was begun during the presidency of Father Lyons, and a Graduate School under the administration of Father Devlin. Graduate School courses are conducted at University Heights, and the Intown College is located at 126 Newbury Street, in Boston.

In 1927, two private Houses of Study, conducted by the Society of Jesus, for the training of its own members, one at Shadowbrook, in Lenox, known as the College of Liberal Arts in Lenox, and the other at Weston College, Weston, a school of Literature, Philosophy, Science and Theology, were affiliated with Boston College, and the courses given in both institutions were approved as courses leading to academic degrees.

During the presidency of Father Dolan, a School of Law was opened in the Lawyers' Building, on Beacon Street, Boston, in September, 1929. Rev. John B. Creeden, S.J., was appointed Regent. Rev. Louis J. Gallagher, S.J., who had succeeded Father Dolan as President, perfected a plan for the opening of a School of Social Work. This school began its sessions in September of 1936, and the direction of the school was entrusted to Rev. Walter J. McGuinn, S.J., Dean. Its classes are being conducted at 126 Newbury Street, Boston.

### The College of Business Administration

Rev. William J. McGarry, S.J., succeeded Father Gallagher as President, July 1, 1937. During the following year the Diamond Jubilee of the College was observed. Seventy-five years had elapsed since the issue of the Charter to the Trustees of Boston College by the Massachusetts State Legislature. In the early spring of the Jubilee Year, Father McGarry announced the opening of a new department of the Greater Boston College, the College of Business Administration. The curriculum of the new school includes all courses in Philosophy, Ethics and Religion which are given in the traditional A.B. course, as well as the courses in English, Mathematics, Modern Language and History which are of cultural value in rounding out the complete scholar. To these Liberal Arts studies are added in planned proportion the courses in Business Economics, so that a

balance is preserved between those two divisions of studies not only in their entirety, but also in each year of the undergraduate period. Upon the successful completion of this course the degree of Bachelor of Science in Business Administration is conferred.

The first Freshman Class was opened in September of 1938 at the Boston College Intown Centre, 126 Newbury St., Boston. The Rev. James J. Kelley, S.J., was appointed Dean. Within two years the Intown Centre proved to be inadequate and the rapidly growing College of Business Administration was transferred to the College campus at University Heights for the opening of the fall term in September, 1940. Classes are conducted in Cardinal O'Connell Hall. This latest addition to Boston College buildings is of Tudor design, overlooking ten acres of property adjoining the Campus, and is the gift of His Eminence, William Cardinal O'Connell, Archbishop of Boston.

### Entrance To Law School

The program of studies in the College of Business Administration is so arranged that any regularly matriculated student who fully meets secondary school and other entrance requirements for the degree course may qualify for admission to the Boston College Law School. A minimum of two years of College work is required for this qualification.

Students who desire to enter any school of law other than that of Boston College should communicate with authorities of that school for admission requirements.

### Affiliations

Boston College is affiliated with the Jesuit Educational Association, the National Catholic Educational Association, The American Council on Education, The Association of American Universities, The Association of American Colleges, The New England Association of Colleges and Secondary Schools, The American Association of Collegiate Registrars, the Regents of the University of the State of New York, the Jesuit Educational Association. The Council on Legal Education, The Association of American Law Schools, and The American Association of Schools of Social Work.

### System of Education

The system of education followed at Boston College is similar to that of all colleges of the Society of Jesus. It is based upon the "Ratio Studiorum" or "Jesuit Plan of Studies", which is a code of laws, precepts and instructions for the guidance of officials directing a college and of professors and instructors in the classrooms. This system has as its purpose the full and harmonious development of all that is distinctively human in man. It does not consist, therefore, of mere instruction or the accumulation of knowledge, but rather it is that complete formation which aims to develop side by side the moral and intellectual faculties of the student. To improve the memory, to discipline the understanding, to strengthen



the will, to refine the feelings, to cultivate the taste and form the manners,—this is the objective and the result of this proper development of all the human faculties is culture.

In her College of Business Administration, Boston College has formulated a program of studies which rests firmly upon this traditional Jesuit system of education. Such instruments of education, that is, such studies are chosen as will effectively further that end. These studies are chosen, moreover, only in that proportion and in such numbers as are sufficient and required. It is obvious that there is a real need in the business world of today for men of true culture, men who have received a threefold equipment, namely the moral training so necessary for men of Christian character, the cultural training so necessary for men of intelligence and refinement, the specialized technical training so necessary for leaders in the complicated economic systems of the modern state.

Therefore the College of Business Administration gives a position of honor to those instruments of culture, Languages, History and Philosophy. Languages and History have always been held in esteem as leading factors in education. They are, truly, manifestations of spirit to spirit, and by their study and for their acquirement the whole mind of man is brought into widest and subtlest play.

In order that the student may perfect his study by a deeper insight into the fundamental causes and ultimate reality of things, a complete course of Scholastic Philosophy is given. The pursuit of this course of philosophy leads to a broadening of intellectual vision and a strengthening of moral training that are in accord with the universal principles of human knowledge and established laws of human conduct. In the final stage of collegiate development the student is thus enabled to exercise the powers of keen analysis and self-criticism, to apply to the practical problems of life the faculties of memory and imagination which have been developed by the study of Literature and History.

Naturally, the major part of the curriculum in the College of Business Administration is devoted to the subjects of business economics, but this according to a definite plan and *keeping always in mind the principle of unity which is of such prime importance in education*. During the first two years the student is required to follow a prescribed course of study, thus securing the broad foundation upon which to base the more technical courses offered in the last two years. The executive or managerial point of view is stressed in the advanced courses in labor, production, marketing, finance and accounting. The purpose of the training is to aid the student in developing his ability to identify and to solve business problems; to adjust his business practices to changing social and economic situations. Boston College hopes to prepare young men to become efficient leaders of the future. Hence it will present and illustrate such sound principles of management as are applicable to both big business and small business. Large-scale business has come to stay. On the other hand there are industries and situations which still call for the small business. If

these small-scale businesses are to be operated with profit to the owner and with satisfactory service to the public, it is imperative that sound principles of business administration be applied to them. Such a plan of education certainly will not displace practical experience, but it should supplement and strengthen it by shortening the period of apprenticeship otherwise necessary and by giving a broad and thorough knowledge of the major divisions of business administration.

By such a well-balanced program of professional and cultural subjects, supplemented by an equally complete training in Christian morality and Religion, does Boston College, through her College of Business Administration, hope to train for the various fields of business activity, young men who will prove to be not only competent, but also upright and God-fearing, the genuine business man.

### Religious Training

In the admission of students, no discrimination is made on the ground of religious belief. Students who are not of the Catholic Faith will be exempt from attendance at religious exercises conducted by the College and at the courses of instruction which deal with the Evidences of Religion, unless such students freely choose to be present at these exercises and classes.

The Religious Training at Boston College consists first of all in a general and all-pervading background against which are projected all the individual elements which make the College course; it is an atmosphere which surrounds and permeates the College life; it is a subtle influence born of the power of associations and example, of the persistent presentation of noble motives and high ideals, of the kindly admonition, correction, guidance, instruction and exhortation of a body of teachers who are themselves thoroughly grounded in the highest form of religious culture through a life led according to lofty principles of asceticism.

This Religious Training also takes the form of religious instruction given during class periods which form an integral element of the curriculum. The College authorities believe that religious truths form a body of doctrines which are definite and certain and which may be taught and studied with as much exactness as Language or Philosophy, and as scientifically as other branches of human knowledge. Hence the study of Religion is required and the courses in the Evidences of Religion are conducted as ordinary lecture courses with class recitations, repetitions and examinations. The subject-matter of these courses is so arranged that during the four years college course, the student covers the entire cycle of Catholic dogmatic and moral teachings.

This religious instruction is supported by various religious activities and practices which may be classed as spiritual extra-curricular activities. The League of the Sacred Heart and its attendant devotions are encouraged. Sodalties of the Blessed Virgin foster that devotion to the Mother of God which is youth's safeguard in adolescence. The Mission



Crusade serves to help the struggling missions in foreign lands, and to develop in the students the spirit of charity and self-sacrifice towards others who are spiritually less favored. All students are required to make an annual Retreat, and an additional special Retreat for Seniors is conducted each year just before Commencement. The frequent use of the Sacraments of Penance and Holy Eucharist, the twin means divinely planned to safeguard and strengthen the human soul against evil, should be an important item in the moral life of a Catholic young man, and nowhere is it more earnestly advised or insisted on than in a Jesuit College.

### **Student Counsellor**

In the College of Business Administration a Father of the Faculty is appointed as Counsellor or Advisor of the students, and in this capacity he devotes his time to the interests of the students. It is his duty to advise the students, not only in those matters that pertain to their spiritual well-being, but in others also, proffering whatever direction may be required with regard to studies and all other intimate and personal matters.

### **Preparatory School**

It is one of the decided advantages of the system followed in this college that the student may make his preparatory studies at Boston College High School. In addition to the moral influence thus gained, this secures a uniform and homogeneous course of teaching and training. The result of such a course of study is a continuous and normal development of the mental faculties along well-defined lines and the possession of a clear and coherent system of principles upon which any special course may afterwards safely rest.

### **The Boston College Libraries**

One of principal factors in the intellectual life of the students at Boston College is the Library.

The Library's first service is to the faculty and student body at the College. Members of the College of Business Administration, the Intown College, Law School and School of Social Work drawn upon its resources, as do many students of other Colleges, Catholic and non-Catholic, not only in and about Boston, but from other sections of the country. The Summer School, offering seventy courses of study, makes constant demands on the material at its disposal.

The special Library of the College of Business Administration provides adequate opportunity for reference and research work. The Library is in Cardinal O'Connell Hall and contains a large number of special business journals, selected business surveys, and an excellent selection of trade and economic periodicals. Standard works in all phases of business activity are available for both reference and circulation. The Library has also collected the annual reports, prospectuses and letters to stockholders from some 7,000 corporations. This material is segregated and housed in the Business Records Room where it is easily available to students for reference work.

Boston College is for non-resident students only, and naturally, the Library hours are arranged in accordance with the College schedule. It is open on class days from 9.00 A. M. until 7.00 P. M.; Saturdays from 9.00 A. M. until 5.00 P. M.; and on Sunday afternoons from 2.00 P. M. until 5.00 P. M. for visitors, during October, November, December, April and May.

For the Summer months the Library is open from 8.30 A. M. to 4.30 P. M.; Saturdays, 8.30 A. M. to 12 noon (except during Summer School when Saturday closing is 1.00 P. M.)

## **THE COLLEGE OF BUSINESS ADMINISTRATION**

### **The College Year**

The college year is divided into two semesters of approximately sixteen weeks each.

The following is the list of the ordinary holidays which are granted during the course of the normal School year:

November 1, Feast of All Saints; December 8, Feast of the Immaculate Conception; Ascension Thursday; Christmas and Easter vacations; October 12, Columbus Day; November 11, Armistice Day; Thanksgiving Day; February 22, Washington's Birthday; April 19, Patriots' Day; May 30, Memorial Day.

### **THE ACCELERATED PROGRAM**

The war schedule of the College of Business Administration has been planned for an acceleration of course work so that it is now possible for students to complete the required curriculum in a little less than three years. This has been made possible by the elimination of certain vacation periods and the shortening of others as well as by lengthening the school year itself. In addition, because the accelerated program saves a complete year, a student will secure a substantial saving in time and money over the cost of the former program and at no sacrifice in the quality of instruction.

Students of accredited High Schools who are recommended by their High School Principals may be admitted to the College of Business Administration in February, 1944.

### **Military Service Opportunities**

During the war opportunities are provided for the student to become equipped, in some measure, with special knowledge and skill that will be useful when he is called into the armed forces, industry, or other civilian activity. The curriculum of the College of Business Administration is designed to provide preliminary training for essential civilian industries and for service in the Supply and Ordnance Departments of the Army and Navy. In conjunction with the College of Arts and Sciences, courses are offered which enable the student to meet college requirements of different branches of the military service in a minimum of time.

## VOCATIONAL GUIDANCE AND PLACEMENT

The College of Business Administration offers special assistance to students in choosing courses that will best qualify them for their place during the emergency and after the war. The Office of Guidance and Placement helps them in obtaining information concerning vital services that may be rendered in the armed forces and in industry as well as educational and professional opportunities. Assistance is also offered in solving the problem of employment during the collegiate career of the student.

## EDUCATIONAL GUIDANCE

Boston College, realizing that individual adjustment to college life and work is for most students a difficult task, offers educational assistance and direction to her students both in the selection of the courses most valuable to them and in the mastery of the courses selected. In doing this it maintains an educational guidance office with a director of guidance in charge who acts as chairman for a group of professors assigned to this work. The central office by means of interviews, tests and a study of the high school records endeavors to obtain knowledge of the interests, the scholastic background and the general and specific abilities of each student. A specific testing service is maintained for this purpose. The findings of this office are in turn handed over to the committee in charge of guidance. Each professor of this committee is allotted a definite group of students who are required to visit him at definite times during the school year with the understanding that the students may go to him freely at other times. Each counsellor is supplied with data on the student's interests, aptitudes, present achievement and personality traits. Equipped with this information the counsellor is able to aid the student in pursuing his college course more successfully. In addition, instruction in how to study, use the library, and do research work are given individually and by means of printed material and lectures.

### Orientation Week

The first week of the scholastic year for Freshmen is known as "Orientation Week". During that time general lectures on curricula and extra-curricula activities are given by members of the faculty; Freshmen are assigned to their advisers for studies, whom they meet during this week.

### College Organizations

Besides the traditional class-room matter and methods, there has always been at Boston College, as at all Jesuit institutions, sedulous care paid to those other activities so important in the development of youth, which are only coming to be recognized today in so many other places under the names of "Extra-curricular activities." In the last analysis, all these activities are but a development of and a supplement to the courses of study in the regular curriculum, providing an opportunity for certain profitable academic exercises which cannot be conveniently attempted in ordinary class work. As such, they were outlined as long ago as 1599



in many places of the Jesuit "Ratio Studiorum," especially under the heading of "Academies," and activities of this nature have always been a notable feature of Jesuit education.

A description of all Extra-curricular activities will be found in the Student Hand Book.

## REGULATIONS

### Class Hours and Attendance

The daily classes and lecture periods begin at 9.15 A. M., at which time all students must be in their respective classrooms. No student may be admitted to class after the signal for the beginning of class has been given.

No student may be excused from any class unless he has the explicit permission of the Dean of the College.

Credit for a course will not be allowed if the record of attendance shows that the student has been present at less than 90% of the number of periods assigned for that course during each semester. In case of absence for a prolonged period due to illness or some other compelling cause, the application of this regulation may be modified by the Council on Standards upon the recommendation of the Dean; but in no case will more than twenty days of absence in either semester be allowed.

## SCHOLASTIC AND DISCIPLINARY REGULATIONS

Scholastic and Disciplinary Regulations are contained in the Student Hand Book which is given to every student on Registration Day.

## ENTRANCE REQUIREMENTS

### General Statement

The administration of the Requirements for admission to the College of Business Administration of Boston College is in the hands of the Director of the Board of Admissions. The executive details are administered by the Dean and the Registrar of the College, who will gladly furnish application blanks and all desired information to prospective candidates, parents and Secondary Schools. Application on the form supplied by Boston College must be filed with the Registrar of the College of Business Administration.

All applicants for admission to the College of Business Administration must ordinarily have successfully completed four (4) years of study in an approved Secondary School; the studies taken in Secondary School must include a sufficient amount of the branches of study which the College recognizes for admission; the applicants must present evidence of graduation and of honorable dismissal from the authorities of the school or college which they last attended; they must also present evidence testifying to their good moral character and their general capability to follow the courses at the College of Business Administration of Boston College and live up to the standards which the College exacts of its students.

## LIST OF SECONDARY SCHOOL UNITS ACCEPTABLE

For Admission to the College of Business Administration.

	Units		Units
English I (Grammar and Composition) .....	2	Intermediate French .....	1
English II (Literature) .....	2	Elementary German .....	2
Ancient History .....	1	Intermediate German .....	1
American History .....	1	Elementary Italian .....	2
English History .....	1	Intermediate Italian .....	1
American History and Civil Government .....	1	Elementary Spanish .....	2
European History .....	1	Intermediate Spanish .....	1
World History .....	1	Elementary Algebra .....	1
Modern History .....	1	Intermediate Algebra .....	1
Medieval History .....	1	Commercial Arithmetic .....	1
Civil Government .....	1/2	Plane Geometry .....	1
Problems of Democracy .....	1	Solid Geometry .....	1/2
Latin (Elementary) .....	1	Plane Trigonometry .....	1/2
Latin (Caesar) .....	1	Chemistry .....	1
Latin (Cicero) .....	1	Physics .....	1
Latin (Virgil) .....	1	Biology .....	1
Greek (Elementary) .....	1	Botany .....	1
Greek (Xenophon's Anabasis) .....	1	Zoology .....	1
Greek (Homer's Iliad) .....	1	Economics .....	1
Elementary French .....	2	Astronomy .....	1
		Elementary Science .....	1
		Law .....	1
		Social Studies .....	1

The College also recognizes for admission "units" offered in other branches of study not mentioned in the foregoing list. However, it is required for recognition of these subjects that they be recognized by the Secondary School as credits towards graduation.

## SECONDARY SCHOOL UNITS REQUIRED

### For the Courses of Bachelor of Science in Business Administration

*Fifteen units are required for admission to the College of Business Administration.*

I. English, four units; Algebra, one unit; Plane Geometry or Commercial Arithmetic, one unit, (candidates offering Plane Geometry are given preference over those offering only Commercial Arithmetic); Modern Language, two units, (students lacking entrance units in Modern Language may begin a language in Freshman year but they must continue it through Junior year. Candidates who cannot present entrance units in Modern Language may substitute credit in the subjects listed as entrance units, subject to the approval of the Board of Admissions).

Total 6 or 8.

II. Two or more units from the following groups: Latin, Science (Chemistry, Physics, Biology), Social Sciences.

Total 2.

III. In addition to the units required under numbers I and II a sufficient number of units to make a total of fifteen must be offered.

cf. page 21.

Total 5 or 7.

Subject to the conditions stated above under entrance requirements, the following units are necessary for admission.

English .....	4
Algebra .....	1
Plane Geometry or Commercial Arithmetic .....	1
Latin, Science, Social Sciences .....	2
Modern Language .....	2
Other Subjects .....	5
	<hr/>
	15

Intermediate and elementary Modern Language courses are offered in French, Spanish, Italian and German. Intermediate courses pre-suppose at least two years of secondary school preparation in the language. Students who have had two years of preparation in a Modern Language and wish to continue the study of this language must take the intermediate courses. It is permissible for students who have had two years of high school preparation in a Modern Language to discontinue the study of this language and to begin the study of another at Boston College. The elementary course may not be taken in any language in which the student has had two years of secondary school preparation.



### Scholarships and Scholarship Examinations

Each year the College of Business Administration awards a number of scholarships by competitive examinations.

Only those who would otherwise be fully certified can qualify for the Competitive Scholarship Examinations.

All scholarship candidates must fulfill all the requirements for admission to Boston College as outlined in this Bulletin.

No consideration will be given to preliminary examinations in determining the awards. All examinations must be taken the same year.

### Entrance Examinations

All applicants for admission to the College of Business Administration, in addition to satisfying the general credit requirements already mentioned must receive passing grades in the Boston College Entrance Examinations.

If the secondary school record of a candidate meets with the approval of the Board of Admissions, notice will be sent to him permitting him to take the examinations.

Entrance Examinations for classes beginning in 1944 will be held on January 7-8, May 19-20, September 8-9.

The College of Business Administration Entrance and Scholarship Examinations for 1944 will embrace a series of objective tests in the required subjects. These tests will be suited to secondary school curricula and will be so planned as to measure achievement and aptitude.

Examinations will be given in the following subjects: Elementary Algebra, Plane Geometry, English, U. S. History, Aptitude Test.

### Examination Fees

The examination fee is five dollars. The fee is to be made payable to the Treasurer of Boston College. Candidates who wish to be considered for the College of Business Administration Entrance Examinations must pay the examination fee at least one week before the date set for the examinations. If a candidate is not permitted by the Board of Admissions to take the entrance examinations, the candidate will be notified and the examination fee will be refunded.

Successful candidates will be notified of their acceptance by the Registrar. The withdrawal of intention to take the examination forfeits the examination fee.

### Regulations for Examinations

1. Upon notification of the approval of the candidate's application by the Board of Admissions, the Registrar will forward to the applicant cards which will admit him to the examinations.

2. All candidates must appear at the time specified for the examination.

3. No books or papers, other than the official examination books, are to be used in the examination room. The possession of any book, paper, or any unofficial material by a candidate will debar the candidate not only from the particular examination, but also from all other examinations conducted by Boston College. A candidate so debarred will forfeit his examination fee.

#### Admission to Advanced Standing

A candidate seeking to transfer to Boston College from another college of approved standing should apply in writing to the Registrar of Boston College. At the same time he should have forwarded to Boston College from the Registrar of the college last attended an official transcript of the subjects taken at that college. This done, he will be informed in writing of the action of the College in his regard.

#### Annual Expense Requirements

The payment of Tuition, Student Activities, Library and Registration Fees, is to be made by mail or in person, not later than the days assigned on the bill, which is mailed to the individual student about two weeks before the day assigned. Freshmen and other new students receive their first bills at the time of registration.

Bills as rendered are:

- (1) First Quarter—due on entrance.  
Tuition: \$62.50.  
With this quarter is also paid one-half of the Student Activities Fee (\$12.00), one-half of the Library Fee (\$5.00).  
At this time the Registration Fee is also paid: for Upper Classmen, \$1.00; for Freshmen and New Students, \$5.00.  
Total: for Upper Classmen, \$80.50, for Freshmen and New Students, \$84.50.
- (2) Second Quarter—due at the end of the first quarter.  
Tuition: \$62.50.  
With this quarter is also paid one-half of the Accounting Laboratory Fee (\$5.00). Total: \$67.50.
- (3) Third Quarter—due at the end of second quarter.  
Tuition: \$62.50.  
Also the other half of the Student Activities and Library Fees \$17.00.  
Total: \$79.50.
- (4) Fourth Quarter—due at the end of the third quarter.  
Tuition: \$62.50.  
Also the other half of the Accounting Laboratory Fee (\$5.00).  
Total \$67.50.

This arrangement does not prevent students from making payments half-yearly or yearly in advance if they should wish to do so.

No student will be allowed to enter any class until his Class Card, which is issued at the Dean's Office on arrival, has been countersigned by the Treasurer, indicating that all financial matters have been satisfactorily adjusted.

At the opening of the Second Semester, there will be a second registration, to which no fee is attached. At this second registration students apply not to the Office of the Dean but to the Registrar's Office for Class Cards at the time when they make the payment of their bills for the Third Quarter. The issuance of this card will indicate that all financial matters are satisfactorily adjusted to date. This Class Card is to be shown to each Professor at the beginning of classes on or before the opening of the Second Semester. Delaying until the day on which the Second Semester opens will cause congestion and may involve loss of class credit for one or more days.

Holders of Scholarships are not exempt from the payment of Registration, Student Activities, Library and Laboratory Fees.

No refund of the Quarterly Tuition will be made after the expiration of the first week of the Quarter.

The "Student Activities" Fee subsidizes expenses incident to the conduct of various extra-curricular activities, entitles the student to subscriptions for the "Stylus" and the "Heights", to the usual athletic reductions during the football and baseball seasons, and to a ticket of admission to the annual College Concerts, the annual College Play and to various extra-curricular lectures provided by the College authorities.

#### Summary of Annual Expense Requirements

General Fees	Registration—upper classes (not refundable) .....	\$ 1.00
	Registration—new students (not refundable) .....	5.00
	Tuition—payable quarterly in advance .....	250.00
	Student Activities—payable semi-annually with tuition .....	24.00
	Library—payable semi-annually with tuition .....	10.00
Special Fees	Condition and Absentee Examinations .....	5.00
	Deficiency Course .....	20.00
	Certificates, Marks, etc. ....	1.00
	Accounting Laboratory—payable semi-annually .....	10.00
	Graduation .....	10.00

### Payment of Bills

It is recommended that payment of tuition, etc., be made by check or by Postal Money Order.

Checks should be made out for the proper amount of tuition and fees. Since personal checks will not be cashed, any surplus over the proper amount for tuition, fees, etc., will not be refunded.

No refund of the Quarterly Tuition will be made after the expiration of the first week of the Quarter.

N. B. Business with the Treasurer will be transacted only during office hours: Daily, 9.00 A. M. to 4.00 P. M.

Saturdays, 9.00 A. M. to 12.00 M.



## GENERAL DESCRIPTION OF CURRICULUM AND REQUIREMENTS FOR DEGREE

The College of Business Administration offers a four-year undergraduate curriculum which leads to the academic degree of Bachelor of Science in Business Administration. The Jesuit system of education is based frankly on the fact that genuine education demands throughout the supervision and control of trained, experienced educators, and is not a thing to be regulated by the inexperienced student himself. Therefore the studies which have been found to be the best instruments for imparting this general education are prescribed throughout the course with proper attention given to concentrated work in technical business subjects.

Accordingly the young High School graduate who wishes to matriculate at the College of Business Administration will enter upon a four-year college curriculum which falls into two natural divisions. The first of these, namely his Freshman and Sophomore years consists of prescribed courses in which he will obtain the necessary foundation upon which to build the more specialized courses of his Junior and Senior years. During these first two years, the student will acquire the necessary cultural background from his studies in English Literature, Modern Language, History, Mathematics, Government and Religion, while the fundamental principles of Business will be provided in courses of Accounting, Marketing, Management, Economic Resources and the Principles of Economics.

Towards the end of the Sophomore year, every candidate for the degree must select, with the advice of his Faculty Advisor, that "Field of Concentration" in business economics which is to be followed during the last two years of his course. This "Major" study comprises: (a) 24 semester hours of instruction in a well unified field of study; in addition to his "Major", the student must obtain 12 semester hours' credit in a field allied to the Field of Concentration; (b) assigned reading or investigation in the designated subject; (c) before April 1st of the Senior year, the student will be obliged to submit a thesis of approximately 3,000 words on some portion of his "Major" approved by the Head of the Department.

In addition to the choice of that "field of concentration" made at entrance to Junior year, Seniors are permitted a further choice of a limited number of electives on the approval of the Dean.

During these last two years the student will continue his study of Religion and add the crowning achievement of the Jesuit curriculum, Scholastic Philosophy, with its departments of Dialectics, Epistemology, Cosmology, Psychology, Ethics and Natural Theology.

## ACCOUNTING

The course of study for students majoring in accounting is designated primarily to meet the requirements of the laws of the various states for admission to practice as public accountants. The American Institute of Accountants sets examinations twice a year for admission to membership in the Institute, and many of the states use these examinations as the basis for admission to practice under their laws as public accountants. The material covered in these examinations is the basis for the course of study in accounting and related subjects.

Public accounting is a recognized profession and offers excellent opportunities to qualifying individuals. It is difficult to enumerate all of the qualifications for success in this field but, in addition to a thorough training accounting and related subjects, some of the more important specific qualifications are: natural aptitude for figures, analytical ability, good judgment, tact, good health, good personality and the ability and willingness to work under pressure.

In recent years business concerns have increased their accounting personnel to meet the increased demand for accounting information for the purposes of management, and for the filing of the numerous reports now required by the various governmental bodies. Private businesses, recognizing the value of the experience obtained in public accounting, have taken many men from public accounting practice and given them responsible positions in their organizations.

The Bureau of Internal Revenue and other federal and state departments employ a large number of accountants. While the work in such departments is highly specialized, yet a thorough knowledge of accounting principles is essential as a basic preparation for such work.

While the course of study for majoring in accounting is planned to meet the requirements for public accounting, yet because of its comprehension it is recommended for all who intend to go into accounting work of any nature.



**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION****Major in Accounting\***

FRESHMAN YEAR		1st Sem.	2nd Sem.	Yr.'s Cred.
English 1-2	3 hrs.	3 hrs.	6	
Modern Language	3 hrs.	3 hrs.	6	
Religion 1-2	2 hrs.	2 hrs.	2	
History 1-2	2 hrs.	2 hrs.	4	
Ac. 1-2 Elementary Accounting	3 hrs.	3 hrs.	6	
Math. 3-4 College Math.	3 hrs.	3 hrs.	6	
Ec. 1 Economic Geography	2 hrs.	0 hrs.	2	
Law 1-2	2 hrs.	2 hrs.	4	
				36
SOPHOMORE YEAR		1st Sem.	2nd Sem.	Yr.'s Cred.
English 21-22	3 hrs.	3 hrs.	6	
Modern Language or Physics	3 hrs.	3 hrs.	6	
Religion 21-22	2 hrs.	2 hrs.	2	
Ac. 21-22 Intermediate Accounting	3 hrs.	3 hrs.	6	
Mk. 21-22 Principles of Marketing	4 hrs.	0 hrs.	4	
Ec. 21-22 Principles of Economics	3 hrs.	3 hrs.	6	
Mg. 21 Industrial Management	0 hrs.	4 hrs.	4	
				34
JUNIOR YEAR		1st Sem.	2nd Sem.	Yr.'s Cred.
Philosophy 41-42-43-44	4 hrs.	4 hrs.	8	
Religion 41-42	2 hrs.	2 hrs.	2	
Sta. 41-42 Business Statistics	3 hrs.	3 hrs.	6	
Law 51-52	2 hrs.	2 hrs.	4	
Fn. 41-42 Money and Banking	3 hrs.	0 hrs.	3	
Fn. 43 Corporate Finance	0 hrs.	3 hrs.	3	
Ac. 51-52 Advanced Accounting	2 hrs.	2 hrs.	4	
Ac. 53-54 Cost Accounting	2 hrs.	2 hrs.	4	
				34
SENIOR YEAR		1st Sem.	2nd Sem.	Yr.'s Cred.
Thesis in Major				
Philosophy 101-102-103-104	3 hrs.	3 hrs.	6	
Philosophy 105-106	3 hrs.	3 hrs.	6	
Religion 101-102	2 hrs.	2 hrs.	2	
Ac. 101-102 Accounting Problems	3 hrs.	3 hrs.	6	
Ac. 111-112 Auditing	2 hrs.	2 hrs.	4	
Ac. 117-118 Taxes	2 hrs.	2 hrs.	4	
Ac. 119-120 Current Trends	1 hr.	1 hr.	2	
				30

\* This schedule of courses is subject to change at the discretion of the Dean and his Advisory Committee.

### MARKETING MANAGEMENT

In choosing a career in business there are two broad classifications to consider, production and marketing. Marketing includes the problems of gathering the raw materials and finished products of producers and manufacturers and distributing these to consumers.

Probably in no other period of our history have there been such wide changes in consumer incomes and markets. In a war economy there is need to make adjustments for changing markets, material shortages, changes in advertising appeals and price adjustments to gear with the war activity and the current labor migrations. Because of the present restrictions on consumer purchasing power there will be even greater expansion in markets following demobilization. Such conditions offer unlimited opportunities for those men well trained in Marketing Management.

The School's preparation for a Marketing career is carried on in the manner of a professional school. The methods of work, the standards of achievement and the courses in this "major" deal with the realistic problems of modern business. Actual case studies—the situations business men are faced with today—are used to illustrate modern technique and to train men in the realities of Marketing Management.

Such topics as how to find prospective customers, how many of them there are and what they need or can use and how they might best be approached are studied. The channels through which goods may be marketed, the various facilities and services which might be used such as storage, warehousing, packaging, and transportation agencies are some of the many subjects covered. Likewise, the nature and use of advertising, the principles and techniques involved in the organization and management of a sales force are discussed and mastered. Emphasis is placed on those problems which will arise at the end of the present war effort.

Thus, the young man who trains himself today for the splendid opportunities which are ahead in the marketing departments of any manufacturing business or in business concerns which specialize in marketing phases—wholesaling, retailing, warehousing, transporting, brokerage, etc.—where there are many specialized activities, will be prepared for a successful career and an avenue to a general executive position. In addition, it should be remembered, that a man need not be of the temperament which is highly adapted to the work of selling itself, for there are many other positions calling for other abilities and temperaments.

## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

## Major in Marketing\*

FRESHMAN YEAR	1st Sem.	2nd Sem.	Yr.'s Cred.
English 1-2 .....	3 hrs.	3 hrs.	6
Modern Language .....	3 hrs.	3 hrs.	6
Religion 1-2 .....	2 hrs.	2 hrs.	2
History 1-2 .....	2 hrs.	2 hrs.	4
Ac. 1-2 Elementary Accounting .....	3 hrs.	3 hrs.	6
Math. 3-4 College Math. ....	3 hrs.	3 hrs.	6
Ec. 1 Economic Geography .....	2 hrs.	0 hrs.	2
Law 1-2 .....	2 hrs.	2 hrs.	4
			<hr/> 36

SOPHOMORE YEAR	1st Sem.	2nd Sem.	Yr.'s Cred.
English 21-22 .....	3 hrs.	3 hrs.	6
Modern Language or Physics .....	3 hrs.	3 hrs.	6
Religion 21-22 .....	2 hrs.	2 hrs.	2
Ac. 21-22 Intermediate Accounting ....	3 hrs.	3 hrs.	6
Mk. 21-22 Principles of Marketing .....	4 hrs.	0 hrs.	4
Ec. 21-22 Principles of Economics .....	3 hrs.	3 hrs.	6
Mg. 21 Industrial Management .....	0 hrs.	4 hrs.	4
			<hr/> 34

JUNIOR YEAR	1st Sem.	2nd Sem.	Yr.'s Cred.
Philosophy 41-42-43-44 .....	4 hrs.	4 hrs.	8
Religion 41-42 .....	2 hrs.	2 hrs.	2
Stat. 41-42 Business Statistics .....	3 hrs.	3 hrs.	6
Law 51-52 .....	2 hrs.	2 hrs.	4
Fn. 41-42 Money and Banking .....	3 hrs.	0 hrs.	3
Fn. 43 Corporate Finance .....	0 hrs.	3 hrs.	3
Mk. 51-52 Advertising .....	4 hrs.	4 hrs.	8
			<hr/> 34

SENIOR YEAR	1st Sem.	2nd Sem.	Yr.'s Cred.
Thesis in Major			
Philosophy 101-102-103-104 .....	3 hrs.	3 hrs.	6
Philosophy 105-106 .....	3 hrs.	3 hrs.	6
Religion 101-102 .....	2 hrs.	2 hrs.	2
Mk. 101-102 Retailing .....	2 hrs.	2 hrs.	4
Mk. 103-104 Sales Management .....	3 hrs.	3 hrs.	6
Mk. 105-106 Marketing Research .....	1 hr.	1 hr.	2
Mk. 107-108 Marketing Theory .....	2 hrs.	2 hrs.	4
			<hr/> 30

\* This schedule of courses is subject to change at the discretion of the Dean and his Advisory Committee.

### INDUSTRIAL MANAGEMENT

The Battle of Production has brought into sharp focus the need for trained personnel in the field of industrial management. The College of Business Administration has recognized its responsibility of sharing in the preparation of men for positions calling for ability in expediting production—either in the armed forces or as part of the second line of defense, the factory.

The prime objective of this field is to provide training in managing the conversion of raw materials into finished goods in the proper manner, in the proper amount, at the proper time and at proper cost. Because of this, work is offered in procurement, production control, motion and time study, labor relations and cost accounting. So that the student may make an intelligent approach to the problems of industry, a fundamental course is offered in industrial engineering techniques where are found some of the "tools" used by management in the solving of its production problems.

The relationship that exists between the various courses is stressed and the connection between the production department and the other functions of the business is not allowed to lie dormant. In other words, while the emphasis is placed upon industrial management, the need for all the functions of the business operating closely together if the goal is to be attained is developed.

Lessons learned and experience gained from war-time production will be noticeable in industry when peace-time goods are once more in production. Many business organizations are even now making plans for post-war production while carrying on their manufacture of tanks, pursuit planes, bombers, and other implements of war. With the increased appreciation of sound industrial management that the war has brought, the importance of this field will be very evident after the war. Never has the need for specialists in this field been more essential than now and many are the opportunities that will be waiting after the war for men with training in this sphere of activity.



**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION****Major in Industrial Management\***

<b>FRESHMAN YEAR</b>		<b>1st Sem.</b>	<b>2nd Sem.</b>	<b>Yr.'s Cred.</b>
English 1-2 .....		3 hrs.	3 hrs.	6
Modern Language .....		3 hrs.	3 hrs.	6
Religion 1-2 .....		2 hrs.	2 hrs.	2
History 1-2 .....		2 hrs.	2 hrs.	4
Ac. 1-2 Elementary Accounting .....		3 hrs.	3 hrs.	6
Math. 3-4 College Math. ....		3 hrs.	3 hrs.	6
Ec. 1 Economic Geography .....		2 hrs.	0 hrs.	2
Law 1-2 .....		2 hrs.	2 hrs.	4
				36
<b>SOPHOMORE YEAR</b>		<b>1st Sem.</b>	<b>2nd Sem.</b>	<b>Yr.'s Cred.</b>
English 21-22 .....		3 hrs.	3 hrs.	6
Modern Language or Physics .....		3 hrs.	3 hrs.	6
Religion 21-22 .....		2 hrs.	2 hrs.	2
Ac. 21-22 Intermediate Accounting .....		3 hrs.	3 hrs.	6
Mk. 21-22 Principles of Marketing .....		4 hrs.	0 hrs.	4
Ec. 21-22 Principles of Economics .....		3 hrs.	3 hrs.	6
Mg. 21 Industrial Management .....		0 hrs.	4 hrs.	4
				34
<b>JUNIOR YEAR</b>		<b>1st Sem.</b>	<b>2nd Sem.</b>	<b>Yr.'s Cred.</b>
Philosophy 41-42-43-44 .....		4 hrs.	4 hrs.	8
Religion 41-42 .....		2 hrs.	2 hrs.	2
Stat. 41-42 Business Statistics .....		3 hrs.	3 hrs.	6
Law 51-52 .....		2 hrs.	2 hrs.	4
Fn. 41-42 Money and Banking .....		3 hrs.	0 hrs.	3
Fn. 43 Corporate Finance .....		0 hrs.	3 hrs.	3
Mg. 51 Industrial Engineering Technique .....		4 hrs.	0 hrs.	4
Mg. 52 Purchasing .....		0 hrs.	4 hrs.	4
				34
<b>SENIOR YEAR</b>		<b>1st Sem.</b>	<b>2nd Sem.</b>	<b>Yr.'s Cred.</b>
Thesis in Major .....				
Philosophy 101-102-103-104 .....		3 hrs.	3 hrs.	6
Philosophy 105-106 .....		3 hrs.	3 hrs.	6
Religion 101-102 .....		2 hrs.	2 hrs.	2
Mg. 101 Production Control .....		4 hrs.	0 hrs.	4
Mg. 102-103 Motion and Time Study .....		3 hrs.	3 hrs.	6
Mg. 104 Personnel Relations .....		2 hrs.	2 hrs.	4
Mg. 106 Cost Acc. ....		0 hrs.	3 hrs.	3
				31

\* This schedule of courses is subject to change at the discretion of the Dean and his Advisory Committee.

## SPECIFIC DESCRIPTION OF COURSES

### The System of Numbering Courses

The courses offered are numbered in accordance with a unified plan. To facilitate consultation the following points should be noted:

1. Courses numbered from 1 to 10 are for freshmen only.
  2. Courses numbered from 11 to 20 are for freshmen and sophomores.
  3. Courses numbered from 21 to 30 are for sophomores only.
  4. Courses numbered from 41 to 50 are for juniors only.
  5. Courses numbered from 51 to 100 are for juniors and seniors.
  6. Courses numbered from 101 to 200 are for advanced undergraduates.
- 

## DIVISION OF BUSINESS STUDIES

### ACCOUNTING

#### ACCOUNTING 1—Elementary Accounting I.

This course presents the basic principles necessary for an intelligent understanding of the books and records used in business. The following subjects are discussed: principles of debits and credits, opening and closing books, classification and analysis of accounts, controlling accounts, the voucher system, trial balance, working papers, preparation and analysis of financial statements.

The application of principles is stressed by work throughout the year in the accounting laboratory.

Three periods and two laboratory periods per week for one semester.

Three semester hours credit.

#### ACCOUNTING 2—Elementary Accounting II.

This course is a continuation of Elementary Accounting 1. It covers the account development of the different forms of business organizations which include the individual proprietorships, partnerships and corporations. The trading and manufacturing operations of these types of business organizations are presented.

This course also explains in further detail the analysis of the different types of assets and liabilities. Consideration is given to special problems presented by this asset and liability analysis.

Three periods and two laboratory periods per week for one semester.

Three semester hours credit.

#### ACCOUNTING 21—Intermediate Accounting I.

This course provides a logical continuation of the elementary courses. Extensive use is made of problems and emphasis placed on consideration of executive policy with regard to accounting practice.

Stress is laid on the various problems involved in the preparation of financial statements both as to the form of the statement and the basis of valuation of the various items included therein.

The student gets the opportunity to exercise creative ability by applying accounting principles to such problems as financial statements, current and fixed assets and liabilities, capital stock and surplus.

Three periods and two laboratory periods per week for one semester.

Three semester hours credit.

#### ACCOUNTING 22—Intermediate Accounting II.

This course continues the development of accounting technique offered in Intermediate Accounting I.

Among the subjects treated are the following: funds and reserves, installment sales, branch office and subsidiary accounting, mergers, receiverships and estate and trust accounting.

The completion of this course gives the student sufficient background to cope intelligently with problems of this nature in his chosen field of study.

Three periods and two laboratory periods per week for one semester.

Three semester hours credit.

#### ACCOUNTING 51-52—Advanced Accounting

This course continues the development of an accounting background by making a detailed study of the more unusual phases of accounting theory in order to complete the examination of the entire financial accounting field. A general review of all principles is undertaken through the application of acquired theory to complicated problem work. Through this course the student becomes familiar with the cycle of procedure in financial operations.

Two periods per week for two semesters.

Four semester hours credit.

#### ACCOUNTING 53—Introduction to Cost Accounting.

This course is an introduction to the study of the process of recording the expenses of operating a business from the standpoint of determining production and distribution costs.

Among the subjects covered are cost and account classifications, subsidiary cost ledgers, and accounting for materials, labor and overhead.

Two periods per week for one semester.

Two semester hours credit.

#### ACCOUNTING 54—Cost Accounting.

This course contains the development of cost technique presented in the Introduction to Cost Accounting.

The principal methods of cost accumulation and analysis are surveyed.



Attention is given to the types of information which should be available to the different executives in their control of production, sales and finances.

The course also takes into consideration a study of the underlying principles of system building.

The subjects covered are order and standard costs, process and estimated costs.

Two periods per week for one semester.

Two semester hours credit.

#### **ACCOUNTING 101-102—Advanced Accounting Problems.**

It is the purpose of this course to develop in the student the ability to solve a variety of miscellaneous complex problems in order to prepare him for either public professional examinations or executive accounting work in private business.

This ability of problem solution is attained through a study of typical cases and exercises of American Institute of Accountants involving special aspects of partnerships, mergers, consolidations, corporations, municipal and government accounting, fiduciaries and other advanced fields of accounting.

Three periods per week for two semesters.

Six semester hours credit.

#### **ACCOUNTING 111-112—Auditing.**

The purpose of this course is to offer the students a practical study of both theory and procedure of Auditing. Theory is presented by means of prescribed text book assignments, amplified by lectures. Procedure and application of theory is developed by execution of actual auditing problems.

Study is directed toward preparation for work as Public Accountants, Internal Auditors, Government Auditors.

Two periods per week for two semesters

Four semester hours credit.

#### **ACCOUNTING 117-118—Tax Accounting.**

This course considers the Massachusetts and Federal Income Tax Laws, with applications to individuals, partnerships, fiduciaries and corporations. An extensive series of practical problems covering concrete situations illustrates the meaning of the laws. Emphasis is also placed on the technical and accounting aspects of taxation, although some consideration is given to the economical and historical viewpoints. A study is made of federal estate, gift and excise tax laws and state inheritance and excise tax laws.

Planned reading assignments are provided, covering Law Regulations and Explanations.

Two periods per week for two semesters.

Four semester hours credit.



**ACCOUNTING 119—Current Trends in Accounting.**

A course designed to consider the current trends in accounting. These trends are best indicated by the current writings and discussions of authoritative practitioners. The Journal of Accountancy is used as the basis for this course.

One period per week for one semester.

One semester hour credit.

**ACCOUNTING 120—Current Trends in Accounting.**

This course is a continuance of the course Accounting 119.

One period per week for one semester.

One semester hour credit.

**BUSINESS LAW**

The courses in business law present a study of the fundamental legal principles which relate to the usual business transactions. By the use of case material the student is aided in applying general legal principles to definite situations.

**BUSINESS LAW 1—Law of Contracts.**

After a brief survey of the nature and characteristics of law this course presents a study of the law of contracts, including the nature of a contract, offer and acceptance, consideration, void and voidable contracts, unenforceable contracts, performance of contracts, rights of third parties and discharge of contracts. Pertinent phases of the law of bankruptcy are also considered.

Two lectures per week for one semester.

Two semester hours credit.

**BUSINESS LAW 2—The Law of Agency and Negotiable Instruments.**

This course considers the law of agency, including creation of the agency, principal and third party, principal and agent and agent and third party. The law of negotiable instruments, including an introduction to the law of negotiable instruments, negotiations, holders and holders in due course, rights and liabilities of parties, performances of conditions precedent to charge secondary parties, discharge and checks, is considered. The law of banks and banking is also presented.

Two lectures per week for one semester.

Two semester hours credit.

**BUSINESS LAW 51—The Law of Business Organizations and Personal Property.**

This course presents a study of the law of partnerships, including characteristics and distinctions, partnership property, rights and duties of partners among themselves, powers and liabilities of partners in relation to persons dealing with the partnership and dissolution. The law of corporations, including the characteristics of corporations, powers of corpora-

tions, ultra vires acts, membership in corporations, rights of stockholders, management of corporation and dissolution, is presented. After a study of the nature of personal property, the subjects of sales and bailments are considered.

Two lectures per week for one semester.

Two semester hours credit.

#### **BUSINESS LAW 52—The Law of Security Relations, Real Property and Trade Regulations.**

This course presents a study of the law of security relations including bailments as security, chattel mortgages, conditional sales, suretyship and insurance. The law of real property, including the principles of real property, real estate mortgages, landlord and tenant and mechanics lien laws is considered. The subject of trade regulations, including government regulation of business and business torts is also considered.

Two lectures per week for one semester.

Two semester hours credit.

### **ECONOMICS**

#### **ECONOMICS 1—Economic Geography.**

This course will undertake a brief review of physical geography followed by a consideration of human geography as affected by the physical environment.

The division of the world supplies of raw materials and the respective significance in world trade of each commodity will give the required background for a survey of the economic structure of the United States, particular stress being placed upon New England. A survey will be made of the world economic structure, taking in order (1) an economic survey of Europe; (2) Latin America; and (3) The Far East. Particular attention will be directed towards the importance of these economics in their relationship to the United States.

Two periods per week for one semester.

Two semester hours credit.

#### **ECONOMICS 21—Principles of Economics I.**

The lectures in this course discuss: factors of production, industrial stages, form of the business unit; large scale production and combinations; the laws of price; supply and demand; competitive prices; monopoly price. Study is also made of money; money and price; the principles of banking; banking systems; the business cycle; foreign exchange.

Three periods per week for one semester.

Three semester hours credit.

#### **ECONOMICS 22—Principles of Economics II.**

This course supplements Economics 21, and takes up such topics as: the economics of railroad transportation; industrial monopoly and its control; the distribution of wealth; economic rent; the nature of in-

terest; the general law of wages; profits; public finance; labor problems; proposed reforms of the economic system.

Three periods per week for one semester.

Three semester hours credit.

#### **ECONOMICS 100—Business Cycles.**

A survey and analysis of the problem of cyclical fluctuations. Consideration is given to the various theories of the economic cycle together with the application of statistical tests. Various suggested remedies for business fluctuations are discussed. The techniques in the analysis of cycles will be critically considered.

Three periods per week for one semester.

Three semester hours credit.

#### **ECONOMICS 101—Methods of Business Forecasting.**

This course deals with the techniques and procedures for attempting to predict the turning points and amplitudes of business cycles. Various logical bases for business cycles are analyzed. The characteristics of important business barometers are studied, and methods of diagnosing business conditions are explained. The study of current business conditions begin early in the course and soon develops into the practical application of forecasting methods. The work is so planned that upon its completion each student will be reasonably familiar with the general technique of forecasting the business cycle and will have had the experience gained through the making of a number of forecasts of the current business cycle.

Three periods per week for one semester.

Three semester hours credit.

#### **ECONOMICS 102—Executive Policy.**

This course deals with the administrative decisions which the chief executives of an enterprise must make. Problems involving the determination of business goals and the designing of a coordinated working force to execute these are the core problems of this course. The adaptation of the concern to an ever changing environment and seeing to it that these plans are executed will be studied. Cases will illustrate the determination of major business policies, the setup of a business organization and the changes which must be made in that organization to cope with new situations.

#### **ECONOMICS 103—Relationship Between Business and Government.**

A consideration is made of the various functions of business that have been affected by legislative acts and the techniques used by management in meeting the requirements of these laws. The correct balance of business and government is discussed and the effect of current conditions on this balance is viewed. Post-war problems arising from present conditions and possible solutions are treated.

Two periods per week for one semester.

Two semester hours credit.



**ECONOMICS 104—Collective Bargaining.**

Various laws affecting labor and management, such as the National Labor Relations Law and the Wage and Hour Law are analyzed. The powers granted both parties are discussed and methods used in carrying out these laws are reviewed.

Two periods per week for one semester.

Two semester hours credit.

**FINANCE****FINANCE 21-22—Mathematics of Finance.**

A course dealing with the principles of compound interest and their application to valuation problems.

The subjects considered are—compound interest, nominal and effective interest rates, valuation of single sums, valuation of annuities, sinking funds, amortization of interest bearing indebtedness, bond valuation, bond discount and premium amortization, depreciation and asset valuations.

One period per week for two semesters.

Two semester hours credit.

**FINANCE 41-42—Money and Banking.**

The scope of the course includes (1) a study of the development of Monetary Systems of the world, past and present, with emphasis on those of the United States, (2) a study of the banking systems, both National and State, (3) an analysis of the several kinds of banking institutions of the United States—covering charters, structures, purposes and underlying legislation, (4) the students are also instructed how to read and properly interpret Statements of Condition of banking institutions.

Two periods per week for two semesters.

Four semester hours credit.

**FINANCE 43—Corporation Finance.**

The course in Corporation Finance aims to acquaint the student with the problem of acquiring and administering the funds of a modern business enterprise. By means of case study and discussion, lectures and supplementary reading, the student develops his knowledge and applies it to an analysis of the problems involved in procuring permanent capital, choosing a capital structure, administering working capital, as well as such special problems as valuation, consolidation, recapitalization and reorganization.

Problems are analyzed from the financial executive's point of view, due emphasis being placed upon the relationship between the corporation and the democratic society in which it operates.

Two periods per week for two semesters.

Four semester hours credit.



**FINANCE 51—Analysis and Interpretation of Business Costs.**

The importance of close financial control has been made evident with the increased production resulting from the war and the necessity of keeping costs in line. With the expansion of plants, increased capital invested in machinery, and peak payrolls, the need for proper cost analysis is apparent. This course covers, among other topics, the interpretation of financial statements, the manufacturing statement, the use of budgets, causes of excessive costs, and analysis of loss and waste.

Two periods per week for one semester.

Two semester hours credit.

**FINANCE 102—Investment Banking.**

This course considers the different channels through which securities pass from the corporate borrower to the ultimate investor. An analysis is made of the different types of bond and brokerage houses, trusts, investment departments of banks and other financial institutions. The capital market, methods in the distribution of securities as syndicate operations and pools, State and Federal regulations on sales of securities are treated.

Two periods per week for one semester.

Two semester hours credit.

**FINANCE 105—Investments.**

The purpose of the course is to explain the various types of securities; to discuss the recognized tests of safety, yield and marketability; to show the necessity for caution with regard to diversification and management of a fund. Attention is given to analysis and interpretation of financial statements. Practical problems illustrate the principles developed.

Two periods per week for one semester.

Two semester hours credit.

**FINANCE 106—Credits and Collections.**

A course designed to consider the function of credit and collection departments.

The subjects considered include:—credit instruments, credit machinery, duties and qualifications of credit man, analysis of a credit risk, credit agencies, sources of information and analysis of financial statements, collection methods, collection letters and devices, special collection problems, creditor extensions, compositions bankruptcy and insolvency, and credit insurance.

Three periods per week for one semester.

Three semester hours credit.

**FINANCE 109—Elements of Insurance.**

This course offers a general survey intended to acquaint students with the organization and management of insurance institutions and the prob-

lems underlying the different forms of insurance. Consideration is given to types of policies, premiums, insurable interest and services of insurance.

Two periods per week for one semester.

One semester hour credit.

#### **FINANCE 110—Property and Casualty Insurance.**

Fire, marine, liability, automobile and other property types of insurance make up the subject-matter of this course. It also considers the many types of compensation and casualty coverages.

Two periods per week for one semester.

One semester hour credit.

### **INDUSTRIAL MANAGEMENT**

#### **MANAGEMENT 21—Industrial Management.**

Industrial managers are faced today with problems that demand immediate and accurate solution if the production of materials of war is to be carried on successfully. At the same time, many organizations are making plans for post-war production. It is important that college trained men be prepared to meet and solve these problems.

Some of the problems considered are: specialization, simplification, standardization, diversification, expansion, contraction, and integration. The factors of production are studied through an examination of raw materials supply, plant location and layout, power, and labor. Attention is given to control of quality, waste, cost, and raw materials. Product development, introduction, planning, and scheduling are considered. The place of the production department in a modern business organization is developed and the relationship it bears to the other functions is stressed.

Specific problems are analyzed and solved through the use of the case method which is supplemented by lectures, readings, moving pictures, and plant trips.

Four periods per week for one semester.

Four semester hours credit.

#### **INDUSTRIAL MANAGEMENT 51—Industrial Engineering Techniques.**

This course provides facility in the use and interpretation of blue-prints through the actual construction of these drawings; the place of isometric drawings in modern assemble work is demonstrated; practice is given in the use of inspection equipment and the determination of the correct place for the proper measuring instruments; plant design problems are considered; layout is discussed and specific problems are solved through the use of models; machine design and use are developed in the course; the use of records and charts is covered and practice is provided in their construction and interpretation; industrial surveys and reports are analyzed and opportunity is provided for writing such reports.

Four periods per week for one semester.

Four semester hours credit.

**INDUSTRIAL MANAGEMENT 52—Purchasing.**

The procurement through purchase of the materials, supplies, and equipment necessary for the conduct of the business unit is developed in this course. Among other topics, the following are considered: centralization versus decentralization of the purchasing function, procedure, quality, quantity, inspection, sources of supply, price policy, purchasing budgets, the measurement of purchasing efficiency, and some legal aspects of purchasing.

Four periods per week for one semester.

Four semester hours credit.

**INDUSTRIAL MANAGEMENT 101—Production Control.**

The conversion of the nation's industries to war-time production and the resultant effort to attain maximum production in minimum time have brought to the front the importance of adequate control of production. Much of the knowledge gained is bound to be used after the war in the production of peacetime goods. If the processing is to function at top efficiency, with all that word implies, control of all processes between the order for raw materials and the shipping of the finished product must be planned carefully and followed through to determine adequacy or need for revision.

Some of the topics considered are: research and product design; production and budgets; materials; plant; machinery; tools; planning and routing production; operation and instruction sheets; load charts; economic lot sizes; internal transportation; measures of performance; plan revisions.

Four periods per week for one semester.

Four semester hours credit.

**INDUSTRIAL MANAGEMENT 102-103—Motion and Time Study.**

The importance of performing work in the most efficient manner is well recognized and a technique that is used in finding the correct method as well as for measuring labor accomplishment is motion and time study. This course covers the economical use of motion and time study, process and operation analysis, micromotion study, use of therbligs, principles of motion economy, standardization, relation to wage incentives, the determination of the rating factor, determination of time standards from elemental time data and formulas.

Three periods per week for two semesters.

Six semester hours credit.

**INDUSTRIAL MANAGEMENT 104—Personnel Relations.**

The problems of job analysis, source of labor, selection of employees, training, working conditions, incentives, promotion, and personnel control are some of the topics considered in this course. In addition, attention is paid to employee representation, collective bargaining, the just wage, and legislation affecting personnel relations.

Two periods per week for two semesters.

Four semester hours credit.



**INDUSTRIAL MANAGEMENT 106—Cost Accounting for Control.**

The importance of accurate cost records and their use are stressed in this course. While the field is viewed from the point of view of management, it is necessary that a knowledge be had of the methods of cost data collection and distribution. Order and standard costs, process and estimated costs are considered. System building and installation are developed.

Three periods per week for one semester.

Three semester hours credit.

**INDUSTRIAL MANAGEMENT 107—Blue Print Reading and Drawing.**

This course covers lettering, theory and delineation of simple orthographic projection and reading.

Four periods per week for one semester.

Four semester hours credit.

**INDUSTRIAL MANAGEMENT 108—Machine Tools.**

A study of machine tools and their uses is made in this course. The design of jigs, fixtures, and small tools is treated. Opportunity is given for elementary design computations.

Two periods per week for one semester.

Two semester hours credit.

**INDUSTRIAL MANAGEMENT 109—Material Storeskeeping and Inventory Control.**

The principles of inventory control, inventory types, minimum and maximum amount, forms, records, storeroom operation, location and layout, equipment, personnel and issuing and receiving stores are some of the topics considered.

Two periods per week for one semester.

Two semester hours credit.

**INDUSTRIAL MANAGEMENT 110—Industrial Surveys and Reports.**

This course covers the general principles of report writing and deals with form, covering presentation of exhibits, graphs, etc., of reports for specific purposes as used in industry. The methods used in making a survey are discussed and the points to be covered in the report are analyzed.

Two periods per week for one semester.

Two semester hours credit.

**INDUSTRIAL MANAGEMENT 111—Industrial Economics.**

With the war effort demanding the greatest value at the lowest cost, the application of economic analyses to production is self-evident. This course stresses the importance of the correct selection of the factors of production and analyzes the methods of estimating costs of production.

Two periods per week for one semester.

Two semester hours credit.



## MARKETING

### MARKETING 21-22—Principles of Marketing.

This is a fundamental course in the principles and methods of marketing and is for all students. Topics considered are the following: the place of marketing in the general field of economics; the importance of the consumer in our modern society and his buying motives; the changing effects of population, age, income and consumption in prosperity and depression; a discussion of the retailer and our retailing institution; the wholesaling structure in the distributing of consumer's goods; marketing agricultural produce and industrial products. Attention is given to the functions performed by marketing institutions such as buying, advertising and selling, transportation, storage, standardization, and simplification, market finance, market risk, speculation and hedging, market information.

Four periods per week for one semester.

Four semester hours credit.

### MARKETING 51—Advertising.

Advertising in the main is considered from the point of view of its usefulness in the conduct of a business. Emphasis is placed upon the functions performed by the general executive in the judgment, criticism, buying and control of advertising. However, the techniques are not neglected. Topics covered include advertising objectives, the place of advertising in the field of selling, strategy and campaign planning, development of the core idea, and selection of the proper appeal to be used.

Four periods per week for one semester.

Four semester hours credit.

### MARKETING 52—Advertising.

In addition to the above the proper use of technique will be observed. This covers the study of different media such as newspapers, magazines, radio, direct-mail, window displays and other supplementary media. Likewise layout, illustration, copy, headlines, typography and engraving as well as working schedules, budget control, agency relationship, and determination of the appropriation. Specific problems collected from business together with contracts with advertising men and trips to advertising concerns are a part of the course.

Four periods per week for one semester.

Four semester hours credit.

### MARKETING 101-102—Retailing.

This course is a consideration of the fundamental principles underlying the successful operation of retail stores. Not only is a retail establishment studied from the internal managerial point of view but also as an institution through which a manufacturer must operate. Among the important topics covered are: recent developments and current trends in retailing; general merchandising policies; merchandise departmentization and classi-

fication; merchandise resources; buying policies and procedure; determination of retail prices and price lines, etc.

Two periods per week for two semesters.

Four semester hours credit.

#### **MARKETING 103—Sales Management.**

The development of a broad view of the important phases of sales administration, planning and execution is maintained throughout this course. Cases collected from both manufacturing and wholesaling concerns are used as a basis for this study. Specific attention to the functions and structures of the sales organization and the proper correlation of these with the production and financial departments is stressed.

Three periods per week for one semester.

Three semester hours credit.

#### **MARKETING 104—Sales Management.**

This course offers the study of sales organizations both at headquarters and in the field; selection, training and management of salesman and other members of the sales force; the use of sales records and the application of statistical and accounting methods to sales problems.

Three periods per week for one semester.

Three semester hours credit.

#### **MARKETING 105-106—Marketing Research.**

The nature of consumer demand; the determination of the facts necessary and the means available for the solving of marketing problems; scientific method and its application to market research; planning the investigation; the gathering of data; interpretation and the development of conclusions; quantitative market research; sampling; textbook materials supplemented with individual research and the examination of actual market surveys made for both local and national organizations.

Two periods per week for two semesters.

Four semester hours credit.

#### **MARKETING 107-108—Marketing Theory.**

This is an advanced course intended to synthesize the modern economic theory in so far as it deals directly with marketing. The subject matter is divided into two main divisions. The first part of the course deals with such subjects as competitive and monopoly equilibrium, marginal costs, marginal revenue, elasticity of demand, comparison of monopoly and competitive output, monopoly, price discrimination, differentiation of the product, selling vs. production costs. The second part of the course deals with the practices of business men. The work of trade associations, price leadership, sharing the market, establishing individual prices, and the non-price competition will be investigated.

Two periods per week for two semesters.

Four semester hours credit.

**MARKETING 110—Foreign Trade.**

This course is especially designed to study foreign markets either as sources of supply for goods or as outlets for the products of American concerns. The techniques of exporting and importing, credit instruments used in foreign trade, marine insurance, and shipping and ocean transportation, sales and purchase techniques are emphasized. Particular attention will be paid to Latin America.

Three periods per week for one semester.

Three semester hours credit.

**MARKETING 111—Transportation.**

The basic principles of transportation and its relation to our economic system are the basis for the introduction to this course. A general survey of American transportation facilities will be made which will include the major trade routes of the United States, and the network of rail, water, road and air lines applying these routes.

Three periods per week for one semester.

Three semester hours credit.

**MARKETING 112—Marketing Problems In A War Economy.**

In this course a study is made of the rapidly changing conditions faced by a marketing executive. New conditions resulting in the scarcity of materials, dislocation and migration of markets, personnel shortages, priorities, rationing and price controls and how to adjust a business to these new forces will be discussed.

Three periods per week for one semester.

Three semester hours credit.

**MATHEMATICS AND STATISTICS****MATHEMATICS 1—Business Mathematics I.**

In this course a review and drill is given in the mathematics connected with every-day business. Accuracy and speed are emphasized in all calculations and the use of check-methods explained.

The subjects considered are:—simple interest, bank discount, trade and cash discounts, percentage, average, foreign exchange, equations of account and other related subjects.

Two periods a week for one semester.

No credit.

**MATHEMATICS 2—Business Mathematics II.**

This course is designed to review the fundamentals of algebra with particular emphasis on their applicability to business problems. The subjects discussed in this course are selected for their practical value from the viewpoint of business, rather than their value in the field of mathematical theory.



The subjects considered are:—simple and simultaneous questions, binominal theorem, arithmetical and geometrical progressions, graphical representations, proportion, interpolation, logarithms and slide rule.

Two periods a week for one semester.

Two semester hours credit.

#### **MATHEMATICS 3-4—College Mathematics.**

After a review of elementary algebra, this course will treat college algebra, trigonometry and analytic geometry.

Three periods per week for two semesters.

Six semester hours credit.

#### **MATHEMATICS 21-22—Mathematics of Finance.**

For the description of this course, see FINANCE 21.

One hour per week for two semesters.

Two semester hours credit.

#### **STATISTICS 41-42—Business Statistics.**

The purpose of this course is twofold: first, to give the student a knowledge of those statistical techniques best adapted to the needs of business and constantly employed in all branches of business; second, to examine the application of those statistical techniques to actual business problems.

Three periods per week for two semesters.

Six semester hours credit.

#### **STATISTICS 52—Graphic Statistics.**

A course in the technique of graphic presentation intended to qualify students in the preparation of statistical charts and maps with scientific and manual accuracy. Instruction is by the laboratory method under careful supervision. The test of proficiency in this course is completion of material in proper form for publication.

Two periods per week for one semester.

Two semester hours credit.

#### **STATISTICS 102—Control of Quality by Statistical Techniques.**

With the emphasis on speeding production because of our war effort it is becoming exceedingly more difficult to control the quality of that output. This course adapts the techniques of statistics to the solution of those problems. Such topics as sampling fluctuations, variability, detecting lack of control, sample size, predicting from a sample to a lot, and the contribution of statistics to the design of specifications will be treated.

Four periods per week for one semester.

Four semester hours credit.



**STATISTICS 103—Industrial Statistics.**

The objectives of this course are to apply statistical methods in the analysis of experiments carried out in industrial plants and scientific laboratories. Likewise, a study is made of the proper methods for designing such experiments. Specific topics treated among others are randomization, selection of specimen, variance, and covariance, regression, t test, F test, and other procedures.

Four periods per week for one semester.

Four semester hours credit.

**DIVISION OF LIBERAL ARTS STUDIES****ENGLISH****ENGLISH 1-2—Freshman English.**

Prose Composition: A study of the principles of prose writing; the word, the sentence, the paragraph, unity, coherence, emphasis. The qualities of style: clearness, interest and force. Narration and description. The formal and informal essay.

Poetry and Versification: The nature and types of poetry. Principles of versification, poetic diction, the emotional and intellectual elements of poetry.

Three periods a week for two semesters.

Four semester hours credit.

**ENGLISH 3-4—History and Criticism of English Literature.**

The Age of Shakespeare. Nineteenth Century Essays. The Age of Milton. The Romantic Movement. Victorian Poetry.

One period a week for two semesters.

Two semester hours credit.

**ENGLISH 21-22—English Oratory and Shakespeare.**

The theory and practise of oratorical composition. The qualities of oratorical style. Structure of the speech. Exposition, argument, persuasion, analysis and stylistic study of oratorical masterpieces.

Shakespeare: A study of selected tragedies of Shakespeare for their literary and dramatic value.

Three periods a week for two semesters.

Four semester hours credit.

**ENGLISH 23-24—History and Criticism of English Literature.**

The Age of Dryden. The Classical period. The English Novel. Victorian Prose. Twentieth Century.

One period a week for two semesters.

Two semester hours credit.

## GERMAN

### GERMAN 1-2—Elementary and Intermediate German.

This course is intended for students who are beginning the study of German. The course is a fundamental course, aiming to give a reading knowledge of the language and includes study in pronunciation, a thorough and intensive training in grammar and composition, suitable reading exercises and exercise in simpler forms of conversation.

Three periods per week for two semesters.

Six semester hours credit.

### GERMAN 11-12—Intermediate and Advanced German.

This course consists of grammar and syntax; readings of historical and narrative prose and poetry.

Three periods per week for two semesters.

Six semester hours credit.

### GERMAN 21-22—Advanced German.

The purpose of this course is to provide the student with an advanced and refined knowledge of the German language. Selected works of outstanding contemporary authors will be read and special stress laid on correct conversation.

Three periods per week for two semesters.

Six semester hours credit.

## HISTORY

### HISTORY 1—Modern European History I.

This course is a political and cultural history of Modern Europe from the beginning of the Reformation up to Modern Times. The forming of Modern Europe and dynastic and economic statescraft are treated in this course.

Two periods per week for one semester.

Two semester hours credit.

### HISTORY 2—Modern European History II.

This course is a continuation of History I. The revolutionary developments of the modern world up to contemporary times are treated in this course.

Two periods per week for one semester.

Two semester hours credit.

## PHILOSOPHY

### PHILOSOPHY 41—Dialectics.

Definition and division of Philosophy. Natural and Scientific logic.

Material elements of Logic. Acts of the mind: Ideas, Judgments, Reasoning. Nature of these acts, their kinds, properties and external expression.

Formal elements of Logic. Conclusion from a combination of judgments: its requisites and external expression. Precepts and laws of reasoning. Forms of argumentation.

Methods of reasoning. Deductive: the syllogism: demonstrative, probable, sophistic. Fallacies. Inductive: complete and incomplete induction. Its nature, requisites, use and abuse.

Four periods per week for one-half semester.

Two semester hours credit.

#### PHILOSOPHY 42—Criteriology.

The study of truth. Logical and moral truth. Falsity.

The study of truth and falsity as found in the judgment.

The study of mind in relation to truth. Ignorance. Doubt. Opinion.

Nature and kinds of certitude.

Truth: its nature and kinds.

Logical truth. Its attainment. States of mind with regard to truth.

Certitude. Its nature and kinds.

Scepticism—kind, universal, methodical, doubt, agnosticism, materialism, positivism, idealism, christian science, rationalism, traditionalism.

Means of attaining truth. Our cognoscitive faculties. Senses: external and internal. Intellect. Authority.

Approximate and ultimate criteria of truth. Objective evidence as the ultimate criterion of truth.

Four periods per week for one-half semester.

Two semester hours credit.

#### PHILOSOPHY 43—Ontology.

Being, its objective concept. Essence. States of being: existence, possibility: internal and external. Source of internal possibility. Kind of being: substance and accident. Hypostasis and personality. Distinction between nature and person. Separability of accident from substance. Species of accidents.

Attributes of being: unity, individuality. Identity and distinction. Truth and goodness of being. Perfection of being. Simple and compound being. Finite and infinite being. Order and beauty of being. Causes of being: intrinsic and extrinsic causes. Principle of causality.

Four periods per week for one-half semester.

Two semester hours credit.

#### PHILOSOPHY 44—Cosmology.

The origin of the world. Monism. Pantheism: the absurdity of pantheism; the various systems of pantheism. Materialism.

Creation. Formation and finality of the world. The notion of creation; the possibility of creation; the possibility of temporary creation.

The formation of the world in general; the formation of our earth in particular. The final cause of creation.

The constitutive properties of bodies. Preliminary notions. Atomism. Dynamism. Hylomorphism. Substantial changes. Scholastic system of constitution of bodies.

The laws of nature. Preliminary notions. The reality and necessity of physical laws.

Miracles. Definition of miracles. The possibility of miracles. The cognoscibility of miracles.

Four periods per week for one-half semester.

Two semester hours credit.

#### **PHILOSOPHY 101—Fundamental Psychology.**

Life in general: empirical observations of vital action; the power of self-motion; purposive activity; immanency of action; Scholastic concept of life; the three essentially different grades of life; the prime principle of life.

Plant life: the vegetative functions—nutrition, growth and reproduction; the plant as a living body; the unity, divisibility and material nature of the plant soul.

Animal life: sensitive life as specifically characteristic of the brute animal; instinct and intelligence, the material nature of the brute animal soul.

Origin of life: the Scholastic theory on the origin of the first living bodies; refutation of spontaneous generation; the Scholastic doctrine on the origin of species of plants and animals; biologic evolution.

Three periods per week for one-half semester.

One and one-half semester hours credit.

#### **PHILOSOPHY 102—Advanced Empirical Psychology.**

Man's various permanent, mental powers known as the faculties of the human mind.

The empirical study of sensitive life in man; conscious and unconscious activities; the nature and properties of sensation; the external and internal sense perceptions; dreams, delusions and hallucinations. Modern theories of Descartes, Locke, Berkeley, Hume. Mill, Bain, Kant and Spencer on the external sense perception of the material world; the Scholastic doctrine. Sense appetency; bodily movements, involuntary and voluntary; modern theories on the origin of voluntary bodily movement; the Scholastic theory; pleasure and pain.

The empirical study of intellectual life in man; the cognoscitive faculty known as the intellect; the immaterial nature of the intellect; the relation of the intellect to the brain; the universal idea; the theories of Plato, Descartes, Spinoza. Leibnitz and Kant on the origin of the idea; empiricism, sensism, positivism; the scholastic theory on the origin of the idea. The immaterial appetitive faculty called the will, the freedom of the will.

Three periods per week for one-half semester.

One and one-half semester hours credit.



**PHILOSOPHY 103—Advanced Rational Psychology.**

A study of the human soul; its substantiality, simplicity, spirituality, individuality and immortality; refutation of false theories on the Ego advocated by Kant, Hume, Mill and James; the relation of man's soul to his body; refutation of various Monistic theories about the Psychophysical activities of man; the creation of the human soul by God, refutation of anthropologic evolution.

Three periods per week for one-half semester.

One and one-half semester hours credit.

**PHILOSOPHY 104—Natural Theology.**

Atheism, Agnosticism, Pantheism, Theism.

The existence of God. The reasoning proof of God's existence; refutation of the immediate, intuitive vision of God as postulated by the Ontologists; refutation of the ontological argument of St. Anselm, Descartes and Leibnitz; argument from Traditionalism rejected; refutation of Kant's argument; the certain proof of God's existence—the metaphysical argument, the ontological argument, the cosmological argument, the moral argument.

The essence of God: the unproduced cause of the universe; the unicity of God; the absolute self-sufficiency of God; God as a personal and necessary Being.

The Divine Attributes—God is infinite, absolutely simple, physically and morally immutable, eternal and immense; divine knowledge; the divine will; God's omnipotence.

God and the World: the Creator: God's preservation of all His creatures in existence; God's concurrence with the activities of His Creatures; Divine Providence; the problem of evil in the world.

Supplementary Questions—modern philosophers—the materialistic and pantheistic concepts of God.

Three periods per week for one-half semester.

One and one-half semester hours credit.

**PHILOSOPHY 105—General Ethics.**

Definition, nature, object and necessity of Ethics.

Subjective and objective ultimate end of man. Human action, its merit and imputability.

Morality of human acts. Norm of morality, true and false.

Utilitarianism and Hedonism. Mill and Spencer. External norm is law, eternal, natural and positive. Nature and origin of moral obligation, human and divine. Kant's Categorical Imperative. Internal norm is consciousness.

Three periods per week for one semester.

Three semester hours credit.

**PHILOSOPHY 166—Special Ethics.**

Man's duty to his creator: revelation, worship; Rationalism; Indifferentism.

Man's duty to himself: self-preservation, suicide.

Man's duty to his neighbor: direct and indirect killing; self-defense; lying; mental reservation.

Right of ownership: Communism and Socialism; modes of acquiring property; wills; contracts; capital and labor; trade unions; strikes.

Society in general: domestic society; divorce; parental authority; education of the child.

Civil Society: nature, end and origin; false theories; functions of civil government; state education.

International Law: nature and justice of war; pacificism; arbitration.

Three periods per week for one semester.

Three semester hours credit.

**RELIGION****RELIGION 1—Divinity of Christ.**

Revelation, natural and supernatural, is the first topic studied in this course; this is followed by an analysis of Miracles and Prophecies as the guarantees of Revelation. The documents of Christian Revelation and their historic value are next examined. The authenticity, integrity and reliability of the four Gospels is then established. From these, proofs are then drawn to establish the Divinity of Jesus Christ, the Divine origin of His mission and His Doctrines and the Divine approval of the Christian Religion established by Him.

Two periods per week for one semester.

One semester hour credit.

**RELIGION 2—The Church of Christ.**

This course, assuming Religion 1, goes further to prove the Catholic Church as the Church established by Christ. The designation of the Apostolic College as an authentic and authoritative teaching and ruling body is first examined; this is followed by an analysis of the promise and conferring of the Primacy of Jurisdiction on St. Peter. The nature and character of Christ's Church, the marks which it was to have, are then studied as they appear from His declaration in the Gospels and from inferences drawn from these statements. These are then applied to the religious bodies of the world with a view to determining the Catholic Church as the Church established by Christ. Detailed study is then made of certain special questions such as Papal Infallibility, Papal Jurisdiction, the Bishops and Councils, the relations of Church and State.

Two periods per week for one semester.

One semester hour credit.

**RELIGION 21—Existence and Essence of God.**

This course begins with an examination of the idea of belief in God. The nature of Faith, natural and supernatural, is then examined, and the necessity and certainty of Faith are then pointed out. This part of the course concludes with a brief study of general ideas about Sacred Scripture and tradition as fonts of Revelation.

The second part of this course examines the various arguments which are used to prove the existence of God. The nature and essence of God are then taken up, together with the Divine Attributes, and discussions are held on Pantheism and Atheism. The fundamental notions of the mystery of the Trinity of Persons in the one Divine Nature.

Two periods per week for one semester.

One semester hour credit.

**RELIGION 22—God the Creator.**

The first part of this course takes up the question of the creation of the world and of its various component elements, together with certain related questions of modern interest. The second part of the course examines the state of Original Justice in which our first parents were created and their loss of this state and its privileges by Original Sin; the consequences of this sin are then taken up, together with the related question of the Immaculate Conception of Mary, the Mother of God. The course concludes with a discussion of Eschatology; the General Judgment; Heaven; Hell; Purgatory.

Two periods per week for one semester.

One semester hour credit.

**RELIGION 41—God the Redeemer.**

This course makes an intimate study of the Mystery of the Redemption, beginning with a study of the Person of the Redeemer. The associated Mystery of the Incarnation of the Second Person of the Trinity is taken up, and both mysteries are examined as far as revelation and human reason can go. The Hypostatic Union of the divine and human natures in the one Divine Person of Jesus Christ is studied, together with many questions involved in this, such as the divine and human wills of Christ, theandric actions, etc.

Two periods per week for one semester.

One semester hour credit.

**RELIGION 42—God and Redemption.**

This course continues the study of the mystery of the Redemption begun in Religion 41, examining the nature of the Redemption more in detail and discussing the question of the merits of Christ. The second part of the course discusses the question of the worship of Christ; the devotion to Mary, the Mother of God, and an examination of her prerogatives; the devotion to the Saints. The third part of the course



begins the treatment of the application of the Redemption by an examination of the nature and the necessity of Grace, and the definition and study of the different kinds of Grace: Sanctifying Grace: Actual Grace; Efficacious Grace.

Two periods per week for one semester.

One semester hour credit.

#### **RELIGION 101—The Sacraments.**

This course continues the treatment of the application of the Redemption, begun in Religion 42. Attention here is devoted chiefly to the Sacraments as the means of Grace. The nature and efficacy of the Sacraments are explained in general, together with certain questions connected with these topics. Then the three Sacraments of Baptism, Confirmation and the Holy Eucharist are examined in detail. The Holy Eucharist is discussed as both Sacrament and Sacrifice, and the nature of the Sacrifice of the Mass is explained.

Two periods per week for one semester.

One semester hour credit.

#### **RELIGION 102—The Sacraments and the Commandments.**

This course completes the discussion of the Sacraments as means of Grace which is begun in Religion 101. The course begins with a treatment of the Sacrament of Penance, and the related question of Indulgences. Then the last three Sacraments are taken up in succession: Extreme Unction; Holy Orders; Matrimony. The course concludes with a general discussion of Christian Morality and of the nature and binding force of Civil and Ecclesiastical Law; this is supplemented by an explanation of the Commandments of God and of the Church.

Two periods per week for one semester.

One semester hour credit.

### **ROMANCE LANGUAGES**

#### **FRENCH**

#### **FRENCH 1-2—Elementary and Intermediate French.**

This course is for students who are beginning the study of French. An intensive study of the French Grammar and suitable reading exercises will compose the work to be done in this course.

Three periods per week for two semesters.

Six semester hours credit.

#### **FRENCH 11-12—Intermediate and Advanced French.**

This course offers a thorough review of French grammar, written and oral composition, and the reading of French prose of moderate difficulty.

Three periods per week for two semesters.

Six semester hours credit.



**FRENCH 21-22—Advanced French.**

The purpose of this course is to introduce the student to the masterpieces of French Literature. Along with occasional lectures dealing with the eminent French authors, there will be a number of novels assigned for outside reading.

Three periods per week for two semesters.

Six semester hours credit.

**ITALIAN****ITALIAN 1-2—Elementary and Intermediate Italian.**

This course is intended for students who are beginning the study of Italian. The purpose of the course is to train the student in the fundamentals of the grammar and to enable him to read easy Italian prose.

Three periods per week for two semesters.

Six semester hours credit.

**ITALIAN 11-12—Intermediate and Advanced Italian.**

This course is intended for students who have had two years of study in Italian in secondary schools and for all who take Italian 1-2 in Freshman year. It aims to give a thorough review of grammar and practise in written and oral expression. Plays and short stories by contemporary writers will be read.

Three periods per week for two semesters.

Six semester hours credit.

**ITALIAN 21-22—Advanced Italian.**

The purpose of this course is to introduce the student to the masterpieces of Italian Literature. In addition to lectures dealing with the great authors of Italy, the following works will be read in whole or in part: *I Fioretti di San Francesco*; Castiglione, *Il Cortegiano*, Goldani, *La Locandiera*, Alfieri, *Saul*.

Three periods per week for two semesters.

Six semester hours credit.

**SPANISH****SPANISH 1-2—Elementary and Intermediate Spanish.**

This course is intended for students who are beginning Spanish. The purpose of the course is to train the student in the fundamentals of grammar and to enable him to read easy Spanish prose.

Three periods per week for two semesters.

Six semester hours credit.

**SPANISH 11-12—Intermediate and Advanced Spanish.**

This course is designed for students who have completed at least two years' study of Spanish in secondary school, and for all who take Spanish 1-2 in freshman year. It aims to give a thorough review of grammar and practise in composition, both written and oral. Plays and short stories by contemporary writers will be read.

Three periods per week for two semesters.

Six semester hours credit.

**SPANISH 21-22—Advanced Spanish.**

The purpose of this course is to introduce the student to the masterpieces of Spanish Literature. In addition to occasional lectures dealing with Spain's leading authors, the following works will be read in part or in whole: Cervantes, *Don Quixote*; Lope de Vega, *Amar sin saber a quien*; Calderon, *La vida es sueño*; Moratin, *El sí de las niñas*; Hartzenbusch, *Los Amantes de Teruel*; Ibanez, *La Barraca*.

Three periods per week for two semesters.

Six semester hours credit.

*Ad Majorem Dei Gloriam*

THE SIXTY-SIXTH  
ANNUAL COMMENCEMENT

OF

BOSTON COLLEGE

SUNDAY, FEBRUARY TWENTY-EIGHTH

MCMXLIII

AT THREE O'CLOCK IN THE AFTERNOON

AT THE

CHURCH OF THE IMMACULATE CONCEPTION

COMMENCEMENT EXERCISES

I. ORDER OF PROCESSION.

THE CHIEF MARSHAL

MARSHALS OF THE GRADUATING CLASS

College of Arts and Sciences

College of Business Administration

FACULTY MARSHALS

The Faculty of the College of Business Administration

The Faculty of the College of Arts and Sciences

MARSHAL OF GUESTS AND ALUMNI

Members of the Boston College Alumni

The Guests of the College

The Deans of the Faculties

The President of the College

His Eminence William Cardinal O'Connell

II. INVOCATION—Veni Creator

Veni, Creator Spiritus,

Mentes tuorum visita:

Imple superna gratia

Quae tu creasti pectora.

Qui diceris Paraclitus,

Altissimi donum Dei,

Fons vivus, ignis, caritas,

Et spiritalis unctio.

Deo Patri sit gloria,

Et Filio qui a mortuis

Surrexit, ac Paraclito

In saeculorum saecula. Amen.

III. THE READING OF THE DEGREE BY THE DEAN OF THE  
COLLEGE OF ARTS AND SCIENCES,

REVEREND STEPHEN A. MULCAHY, S.J.

IV. THE DEANS OF THE FACULTIES PRESENT CANDIDATES  
FOR DEGREES IN COURSE.

*In Arts and Sciences*, DEAN STEPHEN A. MULCAHY, S.J.

*In College of Business Administration*, DEAN JAMES J. KELLEY, S.J.

- V. THE PRESIDENT OF THE COLLEGE CONFERS DEGREES  
IN COURSE.
- VI. THE DEANS OF THE COLLEGES AWARD HONORS.
- VII. ADDRESS TO THE GRADUATES BY REV. LEONARD  
FEENEY, S.J.
- VIII. BENEDICTION OF THE MOST BLESSED SACRAMENT.
- IX. CLOSING BLESSING  
HIS EMINENCE WILLIAM CARDINAL O'CONNELL
- X. ALMA MATER ----- RECESSIONAL

## COLLEGE OF BUSINESS ADMINISTRATION

*Degrees in Course*

George William Bland, Jr.	Robert Wallace Killoran, U.S.M.C.
Francis John Brady	
George Bray, Jr.	Paul Joseph King ( <i>magna cum laude</i> )
John Joseph Breen	Frank Anthony Lind
John Charles Caldwell	Edward Eugene Linehan
Edward Dudley Callahan	Savino Joseph Loscocco ( <i>cum laude</i> )
Andrew Leonard Carnegie, U.S.M.C.	
Samuel Thomas Chiuchiolo ( <i>cum laude</i> )	Francis Patrick McCann
James Joseph Connolly, Jr.	William Merrigan McGrath
Edmund Gerard Connor	Edward Leo Madden, Jr.
Francis Joseph Conroy	John Charles Martin
Alfred Joseph Contrada ( <i>cum laude</i> )	Thomas Francis Meehan, Jr. ( <i>magna cum laude</i> )
Robert Thatcher Crowley	Joseph John Murphy
George Mason Dimond, Jr., U.S.M.C.	William Francis Murphy, Jr.
	Thomas O'Connell Murray
Francis Joseph Farry	Timothy Joseph Nevins, U.S.M.C.
Edward Gregory Forristall	William Francis Noonan
Vincent Saverio Forte	Thomas Bernard O'Connor
John Thomas Foynes	Daniel Matthew O'Sullivan
Charles Joseph Garvey	Francis Lawrence Reade, Jr.
Edward Winslow Greenlaw	John Francis Reardon
James Francis Grimes	Robert Frederick Rehling
James Henry Hagan, Jr., U.S.M.C.	Frank James Richards
	William Clayton Sawyer
James Eamon Harvey	Raymond William Sisk
John Stephen Hayes	Edward Marshall Smith
Paul Edward Healy, U.S.M.C.	David James Sullivan
Arthur Charles Jordan	Thomas Edward Tullie, U.S.M.C.
James Joseph Kelly	Robert Louis Winkler



## HONORS AWARDED TO THE GRADUATES OF THE COLLEGE OF BUSINESS ADMINISTRATION

The Reverend Thomas I. Gasson Award for General Excellence in all courses of study during four years in the College of Business Administration was awarded to Thomas Francis Meehan.

The Reverend William Devlin Award for the student of the College of Business Administration who attained the highest average in all courses of Religion during his four year course was awarded to Thomas Francis Meehan.

The Reverend William J. McGarry Award, a gold medal for the graduate of the College of Business Administration who attained the highest average in all Philosophy courses was awarded to Daniel Matthew O'Sullivan.

The gold medal for excellence in all courses studied in the major field of Accounting was awarded to Alfred Joseph Contrada.

The gold medal for excellence in all courses studied in the major field of Industrial Management was awarded to Samuel Thomas Chiuchiolo.

The gold medal for excellence in all courses studied in the major field of Marketing was awarded to Edward Winslow Greenlaw.

---

AD MAJOREM DEI GLORIAM

THE SIXTY-SEVENTH

COMMENCEMENT

OF

BOSTON COLLEGE

SUNDAY, NOVEMBER TWENTY-EIGHTH

MCMXLIII

AT THREE O'CLOCK IN THE AFTERNOON

COMMENCEMENT EXERCISES

I. ORDER OF PROCESSION.

THE CHIEF MARSHAL

MARSHALS OF THE GRADUATING CLASS

College of Arts and Sciences

College of Business Administration

## FACULTY MARSHALS

The Faculty of the College of Business Administration  
The Faculty of the College of Arts and Sciences

## MARSHAL OF GUESTS AND ALUMNI

Members of the Boston College Alumni  
The Guests of the College  
The Deans of the Faculties  
The President of the College  
His Eminence William Cardinal O'Connell

## II. INVOCATION—Veni Creator

Veni, Creator Spiritus,  
Mentes tuorum visita:  
Imple superna gratia  
Quae tu creasti pectora.

Qui diceris Paraclitus,  
Altissimi donum Dei,  
Fons vivus, ignis, caritas,  
Et spiritalis unctio.

Deo Patri sit gloria,  
Et Filio qui a mortuis  
Surrexit, ac Paraclito  
In saeculorum saecula. Amen.

## III. THE READING OF THE DEGREE BY THE DEAN OF THE COLLEGE OF ARTS AND SCIENCES.

REVEREND STEPHEN A. MULCAHY, S.J.

## IV. THE DEANS OF THE FACULTIES PRESENT CANDIDATES FOR DEGREES IN COURSE.

*In Arts and Sciences*, DEAN STEPHEN A. MULCAHY, S.J.

*In College of Business Administration*, DEAN JAMES J. KELLEY, S.J.

## V. THE PRESIDENT OF THE COLLEGE CONFERS DEGREES IN COURSE.

## VI. THE DEANS OF THE COLLEGES AWARD HONORS.

VII. ADDRESS TO THE GRADUATES BY  
VERY REVEREND JOHN J. McELENNEY, S.J.

## VIII. BENEDICTION OF THE MOST BLESSED SACRAMENT.

IX. CLOSING BLESSING  
HIS EMINENCE WILLIAM CARDINAL O'CONNELL

## X. ALMA MATER ----- RECESSIONAL

## COLLEGE OF BUSINESS ADMINISTRATION

*Degrees in Course*

## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Frederick Charles Anderson, U.S.N.R.	Charles Justin Jacobs ( <i>cum laude</i> )
George Timothy Apps	Thomas Andrew Joyce, U.S.N.R.
Robert Edward Campbell	James Augustine Kelleher, U.S.M.C.
Martin Joseph Coleman, Jr., U.S.N.R.	William Edwin Kelley, U.S.N.R.
William Dargan Connery, U.S.M.C.	Gerard Leo Kirby, U.S.N.R.
John Joseph Connor, U.S.N.R.	John Charles Lang
William Joseph Costello	Robert Gerald Larkin, U.S.N.R.
James Thomas Cotter --- ( <i>cum laude</i> )	Robert Joseph Lee, U.S.N.R.
William Joseph Daly, U.S.N.R.	Charles Francis Manning, U.S.N.R. ( <i>cum laude</i> )
Dennis Francis Donahue, U.S.N.R.	Donald Richard McArdle ( <i>cum laude</i> )
Edward Aloysius Donovan, U.S.N.R.	Edward Joseph O'Keefe, U.S.N.R.
William Edward Dunn, U.S.N.R.	James Albert Rooney, U.S.N.R.
Daniel Joseph Durant	James Francis Russell, Jr., U.S.N.R.
Gerard William Finnerty, U.S.N.R.	John Francis Sheehan, U.S.N.R.
Charles John Galligan, U.S.A.	John Paul Sheehan, U.S.N.R.
Joseph Frederick Gannon	Arthur George Tisdale, U.S.N.R.
Edward Thomas Geary, U.S.M.C.	Gerard Vincent Wallace, U.S.N.R.
William Francis Haley, U.S.N.R.	John Frank Walsh, U.S.N.R.
Frank Henry Harris	( <i>cum laude</i> )
Joseph Francis Hodapp, U.S.N.R.	Leo Francis Wilson, U.S.N.R.

DEGREE TO BE AWARDED AT A LATER DATE

John Francis McCarthy

HONORS AWARDED TO THE GRADUATES OF THE  
COLLEGE OF BUSINESS ADMINISTRATION

A gold medal, The Reverend I. Gasson Award, for General Excellence in all courses of study during four years in the College of Business Administration was awarded to Charles Justin Jacobs.

The Reverend William Devlin Award, a gold medal for the student of the College of Business Administration who attained the highest average in all courses of Religion was awarded to Charles Justin Jacobs.

The Reverend Charles W. Lyons Award, a gold medal to be given to the Graduate of the College of Business Administration who, during his four year course, had been most prominent in the entire field of Business Economics, was awarded ex aequo to Donald Richard McArdle and John Frank Walsh.

### HONORS FOR EXCELLENCE AND DISTINCTION IN CLASS STANDING FOR THE SCHOOL YEAR 1942-1943

#### FRESHMEN CLASS

##### Magna Cum Laude

Riccardo A. Bruno

##### Cum Laude

Peter J. Baleyko  
Anthony J. Cantella  
James G. Flannery  
Bernard T. Loughran

Peter K. McHugh  
William P. Noonan  
George C. Riley  
Frederick J. Zappala

#### SOPHOMORE CLASS

##### Magna Cum Laude

Francis T. Siragusa

James P. Ward

##### Cum Laude

John J. Connolly, Jr.  
Richard J. Costello  
Timothy X. Cronin  
Thomas F. Cunniff  
James A. Donnelly

James M. Gibbons  
Byron P. Graff  
James J. Harrington  
S. John Loscocco  
Paul S. Marble

Thomas H. Seaver

#### JUNIOR CLASS

##### Magna Cum Laude

William C. McInnes

##### Cum Laude

Joseph F. Cunningham  
Charles J. Jacobs  
Donald R. McArdle

Charles J. Manning  
Thomas H. Sennott  
John F. Walsh



## JESUIT EDUCATIONAL ASSOCIATION

### Colleges and Universities

Alabama	Spring Hill College, Spring Hill
California	Loyola University of Los Angeles Santa Clara University, Santa Clara University of San Francisco
Colorado	Regis College, Denver
District of Columbia	Georgetown University, Washington
Illinois	Loyola University, Chicago
Louisiana	Loyola University, New Orleans
Maryland	Loyola College, Baltimore
Massachusetts	Boston College, Newton Holy Cross College, Worcester
Michigan	University of Detroit
Missouri	Rockhurst College, Kansas City St. Louis University, St. Louis
Nebraska	The Creighton University, Omaha
New Jersey	St. Peter's College, Jersey City
New York	Canisius College, Buffalo Fordham University, New York City
Ohio	John Carroll University, Cleveland Xavier University, Cincinnati
Pennsylvania	St. Joseph's College, Philadelphia The University of Scranton, Scranton
Washington	Gonzaga University, Spokane Seattle College, Seattle
Wisconsin	Marquette University, Milwaukee

# BOSTON COLLEGE

## GENERAL DIRECTORY

1943-1944



William J. Murphy, S.J.

*President*

University Heights, Chestnut Hill, Mass.

### THE COLLEGE OF ARTS AND SCIENCES

University Heights, Chestnut Hill, Mass.

STEPHEN A. MULCAHY, S.J., *Dean*

### THE GRADUATE SCHOOL OF ARTS AND SCIENCES

University Heights, Chestnut Hill, Mass.

GEORGE A. O'DONNELL, S.J., *Dean*

### THE SCHOOL OF BUSINESS ADMINISTRATION

University Heights, Chestnut Hill, Mass.

JAMES J. KELLEY, S.J., *Dean*

### THE COLLEGE OF ARTS AND SCIENCES INTOWN

126 Newbury Street, Boston, Mass.

VINCENT DE P. O'BRIEN, S.J., *Dean*

### THE LAW SCHOOL

441 Stuart Street, Boston, Mass.

WILLIAM J. KENEALY, S.J., *Dean*

### THE SCHOOL OF SOCIAL WORK

126 Newbury Street, Boston, Mass.

WALTER MCGUINN, S.J., *Dean*

### THE COLLEGE OF LIBERAL ARTS IN LENOX

Shadowbrook, Lenox, Mass.

WILLIAM J. HEALY, S.J., *Dean*

### THE SCHOOL OF PHILOSOPHY AND SCIENCE

Concord Road, Weston, Mass.

JOSEPH F. MACDONNELL, S.J., *Dean*

### THE SCHOOL OF THEOLOGY

Concord Road, Weston, Mass.

DANIEL J. CREEDEN, S.J., *Dean*









